# Programme Specification ARO 034a

## Section 1 Key Facts

<table>
<thead>
<tr>
<th><strong>Awarding Body</strong></th>
<th>University of Stirling</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partner Institution</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Programme Name</strong></td>
<td>Film and Media Studies and Journalism Studies</td>
</tr>
<tr>
<td><strong>Award</strong> e.g. BSc (Hons), MA etc.</td>
<td>Bachelor of Arts with Honours</td>
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<tr>
<td><strong>Faculty</strong></td>
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</tr>
<tr>
<td><strong>Division (if applicable)</strong></td>
<td>Communications, Media &amp; Culture</td>
</tr>
<tr>
<td><strong>UCAS Code (UG only)</strong></td>
<td>PP35</td>
</tr>
<tr>
<td><strong>Programme Code</strong></td>
<td>UHX12-FMS</td>
</tr>
<tr>
<td><strong>Mode of Study</strong></td>
<td>Full Time ☒ Part Time ☐ (if both please provide two Degree Programme Tables in the Outline Programme Structure)</td>
</tr>
<tr>
<td><strong>Location/Method of Study</strong></td>
<td>On Campus – UK ☒ International ☐ Where: Online ☐ Blended ☒</td>
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<td><strong>Admission Points</strong></td>
<td>September ☒ January ☐ Other ☐ (if more than one entry point please provide a Degree Programme Table for each in the Outline Programme Structure)</td>
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<tr>
<td><strong>Length of Programme</strong></td>
<td>4 YEARS</td>
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<td><strong>SCQF Level</strong></td>
<td>10</td>
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<td><strong>Total Credit Value</strong></td>
<td>480</td>
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<td><strong>ECTS Credit Value</strong></td>
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<tr>
<td><strong>Professional Body Accreditation</strong> (all relevant accreditations to be listed)</td>
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<td><strong>Programme Director</strong></td>
<td>Dr David Fleming</td>
</tr>
<tr>
<td><strong>Advisor of Studies</strong></td>
<td>Dr Derek Hodge</td>
</tr>
<tr>
<td><strong>Programme Approved</strong></td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Last Updated</strong></td>
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Programme Summary

The Film & Media Studies components of the programme aim to develop a critical understanding of the central role played by the media and communication in contemporary society. Bringing together theory and practice, the programmes investigate the wider social context within which the media and cultural industries operate, and encourage a rigorous analytical approach to investigating the media's position within particular political, economic and cultural contexts. Throughout the programmes there is a concern with the relationship between aspects of cultural production and consumption, you will be encouraged to examine, both critically and creatively, a range of media and their professional practices. You will be offered areas of study including cinema, new media, television, public relations and the sporting industry. Given the interdisciplinary nature of the subject, the course will expose you to a range of approaches to the study of media production, consumption and aesthetics. These include political economy, institutional analysis, textual and film analysis, media practice and audience studies. The Film and Media programme offers a 'mixed economy' approach, requiring you to reflect critically on the relationship between media theory and media practice, both your own and that of professionals. You also have the opportunity to develop skills in particular areas of radio and video production. You should emerge with a deeper understanding of the position of the media and the wider creative industries in contemporary society as well as of the range of creative practice that informs development in these areas. In an economy where the creative and cultural industries are viewed as increasingly important, you should emerge with a wide variety of creative, intellectual, analytical and research skills that enhance their employability across a wide range of sectors.

The Journalism Studies components aim to produce graduates who have a critical understanding of the media and its role in society – nationally and globally – and who have the skills to enter jobs in the media at graduate trainee level. This aspect of the programme is intellectually challenging, with transferable skills. Therefore job destinations for Journalism Studies graduates are not restricted to the media. The programme gives you the opportunity to explore the social context within which the media operates and it encourages a rigorous analytical approach to understanding the role of journalists and journalism different political, economic, technological and cultural contexts. Areas of study include the history, economics, sociology and aesthetics of journalism. The course exposes you to a range of approaches to the study of journalistic media, including political economy, institutional analysis, textual analysis, audience studies, and practical skills. The programme also encourages you to reflect critically on the relationship between theory and practice in the field of journalism; giving you the opportunity to develop skills in print, broadcast and online journalism production, and to reflect critically on the cultural, economic, technological and political factors shaping the professional evolution and contemporary practice of these skills. You will be encouraged to put their skills into practice through work experience, internships and participation in student journalism. Successful learners will graduate with a deeper understanding of the position of the journalistic media in contemporary society, and you will be competent in professional practices – print, broadcast and online – expected of those entering the media as graduate trainees. In a cultural economy, where journalism is a major and expanding sector of the media industries, you will emerge with a range of practical, creative, intellectual, analytical and research skills that enhance your employability.

Key Features of the Programme

Our Film and Media Degree ranks among the best in the country. The University of Stirling has been teaching and conducting research in film, media and journalism since 1978. The long-established and internationally-known Film & Media degree programme allows students to combine critical and academic approaches to Film and Media with practical production modules. The high quality of teaching on this programme is linked to the division’s world-class profile in research and production, with research-led lecturers producing publications, funded projects, consultancy and public events, and the production team helping students become fully trained in practicalities and to compete for high profile national awards, and industry placements.
Journalism Studies at Stirling is likewise recognized as one of the best in the UK, and is regularly ranked among sector leaders nationally. It is at the cutting edge in its research on data journalism and digital media, ensuring learning is informed by the latest thinking in the subject. The programme is taught by people who are leaders in their field, with experience at a national and international level in a range of media organizations and platforms. Journalistic skills are taught by academics with extensive experience in practice who remain active in the media. The programme is flexible. All graduates will have had the opportunity to study a range of academic and practice-based modules; but learners have the ability to tailor their studies to academic or practice-based pathways. Depending on modules taken, learners may choose to do a dissertation, investigative journalism project or documentary production in their final semester. With strong links with industry, the Journalism Studies curriculum is informed by the needs of media organizations, there is a bespoke work experience module and visits by guest speakers who are recognized leaders in the field.

**WHAT WILL I BE EXPECTED TO ACHIEVE?**

On successful completion of the Film and Media programme components, students should be able to:

1. demonstrate a critical understanding of:
   - a. Communications and society
   - b. The historical context of media development
   - c. Media processes and practices
   - d. Forms and aesthetics
   - e. The relationship between media, culture and identity
   - f. forms of communication, media and culture as they have emerged historically and appreciate the political and cultural processes through which they have come into being.
2. analyse closely, interpret and show the exercise of critical judgement in the evaluation of these media and cultural forms
3. produce digital output across a wide range of platforms, manipulating sound, image, the spoken and written word using relevant concepts and theories
4. produce work which demonstrates an understanding of media forms and structures, audiences and modes of address.

On successful completion of the Journalism Studies programme components, students should be able to:

1. Undertake journalistic activity based on an understanding of the media, its history, the regulatory environment, and the changing political, social, economic and technological forces which impact upon it.
2. Communicate effectively in a range of journalistic genres, utilizing appropriate story-telling techniques - to the standard for graduate entry to the media.
3. Exercise critical judgment when evaluating the role of the media in different societies, its output across a wide range of platforms, and in assessing its impact socially, culturally and politically.
4. Demonstrate creativity and innovation in generating ideas and producing work for publication or broadcast – displaying an understanding of media forms, structures and audience needs.
5. Research a subject in-depth and communicate the story or stories effectively, appropriate to a publication or platform and its target audiences; and deploy research findings in essays, projects and other academic activities.

Intellectual, Practical and Transferable Skills and other graduate attributes:

1. communicate effectively in interpersonal and group or team settings and through the submission of written work to a given length, format, brief and deadline;
2. gather, organise and deploy ideas and information in order to formulate arguments cogently and to express them coherently in written, oral or other forms;
3. work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity.
4. carry out various forms of enquiry and research involving sustained independent enquiry;
5. formulate appropriate questions and employ appropriate methods and resources for exploring those questions;
6. evaluate and draw upon a range of sources and texts and appropriate conceptual frameworks.
7. reflect upon understanding gained in activities and cooperation across a wide range of individual and group tasks in order to formulate appropriate responses to a wide range of issues and problems.

All these skills, both subject specific and generic, contribute to the employability of graduates. In terms of Personal Development Planning, you are encouraged and assisted throughout the programme to engage in work experience and volunteering of many kinds. Regular contributing lecturers from many branches of the media industries ensure a continuing focus on both employment and personal development issues.

Values and Attitudes:
1. Openness
2. Excellence
3. Ambition
4. Ethical Behaviour
5. Creativity
6. Independence

HOW WILL I LEARN?

The joint Film & Media Studies and Journalism degree programme contain theoretical, historical, analytical and production elements.

The Film and Media components first provide you with an understanding of the social, economic and political roles of the media in contemporary societies. This is achieved by examining how media output is funded, regulated, produced and consumed, and how audiences may be affected and influenced.

Second, they aim to develop the skills and methods required for the analysis of media texts. Films, television and radio programmes, newspapers, magazines and advertisements are all subject to detailed analysis to see how information, meaning and affect are structured and communicated.

Third, the Film and Media Studies programme components contain a substantial practical element, in which production techniques employed in electronic and print media are introduced. This element is intended to give you an opportunity to measure theoretical knowledge against the considerable demands of practical necessity. While the intention is not to provide specialist professional training, you will gain an overview of industry practice and entry-level skills which many find useful for subsequent employment. In addition, the programmes develop transferable skills of written and oral communication, logical reasoning, conceptual analysis, study skills and group work.

The Journalism Studies component allows you to develop the skills required for the analysis of texts drawn from all forms of journalistic media. Print, broadcast and online media, news and features are all subject to detailed analysis to see how information, meaning and pleasure are structured and communicated.

The Journalism Studies programme also has a substantial practical element, in which you are introduced to production techniques employed in electronic, broadcast and print media. These practical elements are not intended to provide full professional training, but learners who apply themselves, and build a portfolio of work, should be capable of competing for graduate entry jobs in the media. You will get the opportunity to learn shorthand, news and feature writing, news production, editing and design for a range of print, online and broadcast platforms. These components develop transferable skills in written
and oral communication, logical reasoning, conceptual analysis, study skills and group work.

Appropriate teaching methods and learning strategies have been developed to achieve the learning outcomes of Film & Media Studies and Journalism Studies. All programmes employ a range of assessment methods to enable students to demonstrate achievement of the learning outcomes.

Student questionnaires regularly provide staff with positive feedback on the educational value of the learning experience on the undergraduate programmes.

**Semester 1-4 modules**

**Overview**

- In Year 1 Semester 1 you will take ONE compulsory film and media module and ONE journalism module. In Semester 2 you will take ONE compulsory film and media module and ONE compulsory journalism module.

- In year 2 Semester 3 you will take ONE compulsory film and media module and ONE journalism module. In Semester 4 you will take ONE compulsory film and media module (from two possible options) and ONE journalism module.

In their approved sequence the first core modules are:

Semester One FMSU9M1: An Introduction to Media Issues and Industries, and JOUU9X1: Introduction to Journalism Studies.


Semester Three FMSU9M3: Reading Film and Television and JOUU9A3: Writing for Journalists 1

Semester Four either FMSU9A4: Digital Media and Culture or FMSU9U4: Understanding Audiences, with JOUU9J4: Writing for Journalists 2.

In year one and two Film and Media modules (FMSU9M1, FMSU9M2, FMSU9M3) typically use two-hour lectures to introduce students to the key concepts and issues, and to guide their independent reading—an essential part of the learning process throughout the degree. Lectures are complemented by weekly one-hour seminars, which are linked to student reading and/or viewing. Seminars generally take place in a smaller room, with no more than 20 students. The smaller class sizes enable tutors (normally a member of staff or, occasionally, a teaching assistant) to moderate the discussion or small group activity sensitively, taking account of students’ individual characteristics, life-experience, and self-confidence. The tutor will often ask questions or set tasks, with the onus being on students to come prepared and be ready to speak (individually or as part of a group). Class discussion, which begins at this stage, is central to the Division’s teaching and learning practice, and students are encouraged to work within the ground rules for discussion groups which are outlined in the Division’s Student Handbook.

In semester 4 FMSU9U4 embeds employability by offering opportunities to interact with guest lecturers from business and industry (Private/public/third sector), and to produce a Research Proposal with individual and group work elements. FMSU9A4 Digital Media and Culture introduces students to the main themes and concepts that underpin our understanding of digital media and culture as it operates in the world today. The module takes a ‘heuristic’ (hands-on, critical engagement and exploratory investigation) and flipped content approach to important issues in digital culture. JOUU9J4 gives you the opportunity to study a range of journalistic genres and to write articles in different writing styles and deepens their study of shorthand. This module builds on the knowledge and understanding provided by the introductory modules, applying this to more detailed study of the journalistic media.
There are no core modules or formal pathways for the remainder of the Film and Media programme during semesters Five and Six.

Semester Five JOUU9J5 Contemporary Journalism Practice is a compulsory module

Semester Six JOUU9LJ Law and Government for Journalists is a compulsory module.

For the Film and Media degree programme there are currently more than twenty modules on offer in semesters 5 to 8, providing a generous choice for students. The work undertaken in semesters 5 to 8 extends and deepens the knowledge and understanding provided by the compulsory modules. Students taking these modules build on former learning to achieve higher levels of understanding. Students have the flexibility to choose modules to construct a degree programme best suited to their interests and aptitudes, e.g. in media production, television and film studies, or the sociology of the media and popular culture. In each subsequent semester all students select one, two or three modules above level 8, depending on their degree programme, from a list of optional modules.

Typically, the Film and Media teaching and learning in semesters 5 to 8 is done through a blend of lectures, screenings and seminars/workshops with prescribed weekly readings. In addition, the range of subject matter, approach, and teaching and assessment methods is very broad. All the principal media are represented - film, television, radio, the press, the internet - as well as practices that cross media boundaries, e.g. sport, advertising and public relations. Most of these semester modules take a critical-analytical approach, drawing on knowledge and theory from a range of Arts and/or Social Science perspectives. The audio-visual production modules, while focusing on creative and practical activities, also involve a high degree of critical awareness. Some modules involve assessed individual or group presentations, which help to develop important communication skills. Other forms of assessment include essays, group projects, oral presentations, exams and a dissertation. Typically, modules are linked to the research interests of staff, many of whom are international authorities in their respective fields. (See the Departmental Website or Student Handbook for the full list.)

The Journalism Studies components undertaken in semesters 5 to 8 build on the knowledge and understanding provided by the introductory modules, applying this to more detailed study of the journalistic media. In Contemporary Journalism Practice you will explore news values, news production, editing and design. This is the compulsory module in Semester 5. Law and Government for Journalists is the compulsory modules in Semester 6.

In addition to a range of modules from the Film and Media and Digital Media programmes – including a module providing access to production modules – you can take modules in Magazine Journalism and Broadcast Journalism. Magazine Journalism introduces you to long-form journalism and is based around the study of key non-fiction texts from the 20th and 21st centuries from Ernest Hemingway through to Svetlana Alexievich. There is also a double-weighted module in Digital Journalism which explores mobile journalism. Blogging and the development of content for online platforms. A Broadcast Journalism module was launched in 2018-19.

Students who wish to complete a practice-based investigative project should study the Advanced Reporting module in Semester 7; those undertaking a dissertation must take Researching Media and Culture, also in Semester 7.

Audio and video production modules in Film & Media allow you to experience practical media production guided by an award winning team of subject experts. you will work in teams and learn about the creative, technical and organisational aspects of media production, with a focus on a professional approach throughout. Practical media work is challenging and demanding, but ultimately can be extremely rewarding. It is important to note that the number of students on all production modules is capped to
ensure the best possible student experience in terms of access to resources and guidance from tutors.

All students who want to study production must take the Introductory FMSU9A5 module in semester 5. This is the prerequisite for all your subsequent production work. As all the practical modules are optional, you need not take any more, but have the option to pursue a range of subsequent modules and build your own pathway from a mixture of audio and video options.

In semester 6 we offer Radio Features (FMSU9D6) and Editing and Workflow (FMSU9EW) as a video option. In both modules you can build on the basic principles taught in the introductory module to develop higher level practical and narrative skills.

Fourth year production work represents a significant step up. In Semester 7 there are two double weighted modules. You may only study one of these. In Radio Drama (FMSU9C7) small groups script, produce, direct and edit a short piece of audio fiction. In Content Development and Research (FMSU9CD) you work as individuals and in production teams to develop factual programme ideas, write proposals, make video tasters and pitch to television industry professionals, as well as researching and making part of a formatted show.

Stirling has a deserved reputation as a centre of excellence for production teaching, strong links with the media industry and a track record of producing award winning work, including a host of Royal Television Society and Scottish Student Journalism Awards. Many graduates have gone on to forge successful industry careers.

**Semester 8 options.**

Final semester honours students are required to complete either a dissertation, production module, digital publishing project, Journalism Dissertation, or a Journalism Project. These modules are worth 60 credits (triple weighted) to reflect both the amount and level of work associated with successfully completing them. Dependent upon completing the necessary prerequisite modules, you can choose from the following options:

FMSU9A8: The Dissertation module offers you an opportunity to undertake independent, sustained research in an area of your own choice related to the media and cultural industries. The 13,000 word project enables you to display the range of research, conceptual and analytical skills that you have been developing throughout the programme. The best examples are genuine contributions to the field, and should be of publishable standard. The experience gained on this module offers ideal preparation for students who wish to pursue their academic career to Masters level and Doctorate levels.

FMSU9B8: The Documentary Production module provides you with practical experience in the development, production and management of a factual programme. Students take the opportunity to work in production groups. These are typically made up of five students for the short-form video documentaries, and three for audio programmes. In your group you will devise, script, produce and edit an original documentary for assessment. You will also submit a short Evaluative Essay which critically evaluates your work and your own contributions to the project.

CMCU9D8: The Digital Publishing Project provides you with an opportunity to conceive, design and carry out an original, practice-based research project. The Digital Project allows you to develop and demonstrate your understanding and knowledge of the field, and to develop and demonstrate organizational, planning, communication and realization skills. This project is not a just about producing a practical output, but rather an original piece of practice-based research that aims to make a contribution to the field of digital media studies. This project thus allows you to develop and demonstrate your understanding and knowledge of the field, and to develop and demonstrate organizational, planning, communication and realization skills – all of which are transferable skills highly-prized by employers and clients in the job market.
The Journalism dissertation is a 10,000-word dissertation that gives you the opportunity to undertake independent, sustained academic research in an area of your own choice about journalism studies. It enables you to display the range of research, conceptual and analytical skills that you have been developing throughout the programme. The best examples should be of publishable standard.

The Journalism project enables you to undertake a sustained piece of journalistic writing and to demonstrate the research, writing and presentation skills that have you have developed throughout the programme as well to demonstrate your ability to reflect critically on that process. Some students opt to take audio-visual modules leading to the production of substantial documentary work.

**WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?**

**Assessment and Assessment Criteria**

**Film & Media Studies Semester 1-4**

Assessed work comprises of essays, group work projects, and end-of-term examinations. Essays and Exams test students' knowledge of the subject matter of the respective modules, and their understanding of the issues involved and their ability to write cogently and coherently. Group work projects encourage students to begin working in and as part of a team, and undertake peer-assisted learning and evaluation.

FMSU9U4 asks students to write a critical essay, and to produce a Research Proposal that has both a group work and individual assessment element.

FMSU9A4 takes a flipped content ‘heuristic approach’ (hands-on, critical engagement and exploratory investigation) to key issues in contemporary digital culture. The first half of the module uses continuous assessment elements – e.g. a class blog or Wiki*media – while project work in the second half of the module is primarily lab-based and both peer- and teacher-assessed.

**Semester 5-8**

Typically, assessments during semesters 5 to 8 modules include:

- Individual or Group Presentations
- Individual or Group Projects
- Individual or Group Pitches
- Essays
- Exams
- Scriptwriting
- Dissertation.

**Journalism Studies**

You will receive a combination of formative and summative assessment. Formative assessment allows you to develop skills needed for marked assessments later in a module. These marked - summative - assessments may count towards your final degree classification. Feedback is given individually and in group contexts. Students are encouraged to engage with their tutors to look at how they might learn from completed assessments improve their performance.

The bulk of assessments are done within the module itself. In a few cases there are examinations. The assessment regime will be fully explained in the module handbook and in lectures/workshops.
The University operates a common marking scheme for all modules and exams (http://www.stir.ac.uk/academicpolicy/handbook/assessment/)

All formally assessed work is also systematically moderated or second marked.

Feedback on Assessment

What you can expect:

The University takes feedback and feedforward very seriously and, along with the Students’ Union, have developed a Feedback Policy and Student Guide to Feedback. The university identifies seven key principles of good feedback and feedforward:

- Constructive and supportive
- Clear and accessible
- Embedded
- Timely
- Transparent
- Goal referenced
- A dialogue

The University also identify steps students should take to get the most out of feedback and feedforward:

- Find out where, how and when feedback/feedforward will be provided
- Read and engage with the assessment criteria
- Engage with the feedback/feedforward you are given

Across the Film and Media Programme feedback can be both informal and formal, formative and summative, and can be provided individually and in groups. It can take many different forms depending on the module’s requirements and will be used in the following ways across the programme:

- discussions in class about the assignment
- reviewing assignment exemplars
- practice assignments
- practising past exam papers
- 'drop in' advice
- guidance given on previous assignments about what to change in the future
- comments from staff or other students
- discussions in supervision meetings
- reflections in learning journals on academic/professional experiences
- Whole class or 'generic' feedback on how an exam question had been tackled
- final marks or awards.

What you should do with your feedback:

You are responsible for:

- familiarising yourself with module information on how to approach assessments and how, when and where to find your feedback
- accessing and digesting your feedback
- seeking further help and guidance from your tutors and other students
- saving a copy of your feedback for future use
- reflecting on your feedback to celebrate and build on your strengths and to use what you
have learnt in your approach to work in the future
  - offering constructive and supportive feedback to other students when asked to do so.

When you will receive feedback:

Formal feedback on assessment is expected to be given within 3 working weeks. Our learning management system, Canvas, will be used in the electronic submission, marking and feedback dissemination of coursework.

Further information on feedback and feedforward can be found here: https://www.stir.ac.uk/media/stirling/services/academic-registry/documents/feedback-and-feedforward-policy.pdf

Assessment Regulations
There are some modules where assessments are compulsory, this will be clearly stated in the module outline.

If you would like to know more about the way in which assessment works at the University of Stirling, please see the full version of the Assessment and Academic Misconduct regulations at:


WHAT WILL I STUDY?
Outline Programme Structure

The list below shows compulsory and option modules for this programme. Option modules are revised over time and, in some cases, will be dependent upon pre-requisite and/or co-requisites being taken. More information about these requirements can be found in the relevant Module Descriptors. The options available each year can be subject to change due to student demand and availability of teaching staff.
  - Where an “Option list” is specified, you have a choice of which module to take at this point in the degree programme and these choices are listed below
  - For year 1 and 2 where “Any Module” is used it means that you can choose from all modules available to the year group and you can see the full list by following these links:

Undergraduate

Year 1

Total year 1 credit value = 120
Compulsory credits = 80
Option credits = 40- any module

Compulsory Modules

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<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
</tr>
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<tbody>
<tr>
<td>An Introduction to Media Studies and Industries</td>
<td>FMSU9M1</td>
<td>20</td>
<td>AUTUMN</td>
<td>8</td>
</tr>
<tr>
<td>The Moving Image</td>
<td>FMSU9M2</td>
<td>20</td>
<td>SPRING</td>
<td>8</td>
</tr>
<tr>
<td>Introduction to Journalism</td>
<td>JOUU9X1</td>
<td>20</td>
<td>AUTUMN</td>
<td>8</td>
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<tr>
<td>Ethical Issues in Journalism</td>
<td>JOUU9X2</td>
<td>20</td>
<td>SPRING</td>
<td>8</td>
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</table>

Year 2
Total year 1 credit value = 120
Compulsory credits = 80
Optional credits = 40

### Compulsory Modules

<table>
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<tr>
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<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<tbody>
<tr>
<td>Reading Film &amp; Television</td>
<td>FMSU9M3</td>
<td>20</td>
<td>AUTUMN</td>
<td>8</td>
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<tr>
<td>Writing for Journalists 1</td>
<td>JOU9A3</td>
<td>20</td>
<td>AUTUMN</td>
<td>8</td>
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<tr>
<td>Writing for Journalists 2</td>
<td>JOU9J4</td>
<td>20</td>
<td>SPRING</td>
<td>9</td>
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<tr>
<td>Digital Media and Culture</td>
<td>FMSU9A4</td>
<td>20</td>
<td>SPRING</td>
<td>9</td>
</tr>
<tr>
<td>OR Understanding Audiences</td>
<td>FMSU9U4</td>
<td>20</td>
<td>SPRING</td>
<td>9</td>
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</tbody>
</table>

### Option Modules – you may choose one of the following modules to take

<table>
<thead>
<tr>
<th>Module Title</th>
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<th>SCQF Level</th>
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<tbody>
<tr>
<td>Photojournalism</td>
<td>FMSU9P4</td>
<td>20</td>
<td>SPRING</td>
<td>9</td>
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### Year 3

Total year 1 credit value = 120
Compulsory credits = 40
Optional credits = 80

### Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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</thead>
<tbody>
<tr>
<td>Contemporary Journalism Practice</td>
<td>JOU9J5</td>
<td>20</td>
<td>AUTUMN</td>
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<tr>
<td>Law and Government for Journalists</td>
<td>JOU9JL</td>
<td>20</td>
<td>Spring</td>
<td>10</td>
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</table>

### Option Modules – you may choose one of the following modules to take

<table>
<thead>
<tr>
<th>Module Title</th>
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</thead>
<tbody>
<tr>
<td>Introduction to Audio and Video Production</td>
<td>FMSU9A5</td>
<td>20</td>
<td>AUTUMN</td>
<td>10</td>
</tr>
<tr>
<td>Documentary Film and Television: The Poetic Eye</td>
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<tr>
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Year 4

Total year 1 credit value = 120
Compulsory credits = 0
Optional credits = 120

Option Modules – * YOU SHOULD CHOOSE ONE 60 CREDIT OPTION IN THE SPRING

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<td>Content Development and Research</td>
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</table>

READING LIST

Recommended Reading for the Film and Media Studies Programme


Section 3 Student Support

SUPPORT FOR STUDENT LEARNING

Induction
You will receive an induction during the first days of your programme. This includes a range of social events, information sessions and activities to help you orientate yourself at Stirling and access the
services available to you. These are opportunities to meet staff and other students from across the university, in the Faculty and on the programme.

**Study Skills Support**

Student Learning Services (SLS) are committed to providing comprehensive guidance on all aspects of effective and efficient learning. The ultimate aim of the service is to enable you to make the most of your academic studies at the University and for you to become an independent, successful learner during your time at the University of Stirling. This is facilitated through collaborative work with experienced tutors and by offering a variety of courses, workshops and tutorials.

All students, whatever stage of their academic studies, are welcome to use Student Learning Services. However the service may be particularly beneficial:

- In your first two years of study.
- If you are making the transition from college to Higher Education.
- If you have been out of education for some time.

**What SLS are able to do:**

- Advise you on academic skills relevant to your studies at University.
- Help you consolidate your previous learning and develop new learning strategies.
- Advise on action-plans to potentially improve grades.
- Suggest practical solutions if you feel overwhelmed by assignment work.
- Help you gain confidence in the transition to Higher Education.

More information can be found here: [https://www.stir.ac.uk/student-life/support-wellbeing/student-learning-services/](https://www.stir.ac.uk/student-life/support-wellbeing/student-learning-services/)

**STEER**

STEER is a University-wide peer support scheme linking in returning student "Captains" with new undergraduate or taught post-graduate "Crew" during their first year at Stirling.

The scheme aims to help you make the most of your time at the University, help new students - the Crew - settle in and realise the opportunities available to them. You can find out more information here: [https://www.stirlingstudentsunion.com/representation/studentsupport/steer/](https://www.stirlingstudentsunion.com/representation/studentsupport/steer/)

**Academic and Pastoral Support**

**Adviser of Studies:** Advisers have an important role to play in enhancing your academic and personal development and are essential to ensuring you make the most of your time at university. Advisers provide a personalised point of contact for you to discuss academic concerns or queries within the academic community. The general purpose of the role is to provide more in-depth advice on the academic options available to you and on the academic policies and regulations within the University. More information can be found here: [https://www.stir.ac.uk/about/faculties-and-services/academic-registry/adviser-of-studies-scheme/undergraduate-advisers/](https://www.stir.ac.uk/about/faculties-and-services/academic-registry/adviser-of-studies-scheme/undergraduate-advisers/)

**Personal Tutor:** The role of a personal tutor is to help you feel part of the University community. They are a specific and consistent source of guidance, information and support for you throughout your studies. The tutor should be the your first formal point of contact for general academic guidance and pastoral support. More information can be found here: [https://www.stir.ac.uk/about/faculties-and-services/academic-registry/personal-tutor-scheme/](https://www.stir.ac.uk/about/faculties-and-services/academic-registry/personal-tutor-scheme/)

**Support and Wellbeing:** At university you may face non-academic issues where you need some expert help or guidance. There are lots of ways we can help you in your day-to-day life at University. Student Support Services provide a range of high-quality services to assist you during the course of your studies, help prepare you for life after graduation. We aim to enhance the student experience and help you to get...
the most out of your time at University. More information can be found here: 
https://www.stir.ac.uk/student-life/support-wellbeing/student-support-services/emotional-wellbeing/

**Student Union:** you can also access support through the Students’ Union, more information can be found here: https://www.stirlingstudentsunion.com/representation/studentsupport/

**Accessibility and Inclusion (A&I)**
A&I are committed to offering a service which is welcoming and supportive of the needs of all students. Our service takes into account the full range of needs you may have, in a wide variety of circumstances including - physical and mobility difficulties, sensory impairments, specific learning difficulties including dyslexia and autistic spectrum disorder as well as medical conditions and mental health difficulties. A&I can also support you if you have short-term, temporary impairments or other difficulties as a result of an accident, injury, illness or surgery. More information can be found here: https://www.stir.ac.uk/student-life/support-wellbeing/student-support-services/accessibility-and-inclusion/

**Learning Resources**
You can find out more about the resources available to support your learning here: https://www.stir.ac.uk/about/faculties-and-services/academic-registry/academic-policy-and-practice/quality-handbook/learning-support/

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**Section 4 Programme Evaluation and Enhancement**

### METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING

**Module Evaluation**
Module evaluations are carried out each year and are an important way of getting student feedback on the modules we teach. We aim to evaluate every module we teach in every semester. You can find out more here: https://www.stir.ac.uk/about/faculties-and-services/academic-registry/student-information/module-evaluation/

**Programme Review**
Programmes are reviewed regularly. Innovation in programme development will be guided by the institutional and faculty strategic plans with new programmes in particular to be developed using a ‘co-production’ model which supports all stakeholders working together. You can find out more here: https://www.stir.ac.uk/about/faculties-and-services/academic-registry/academic-policy-and-practice/quality-handbook/programme-and-module-approval-amendment-and-withdrawal/#introduction

**External Examiner(s)**
Name of External Examiner: Laraine Porter  
Institution: De Montfort University, Leicester  
Name of External Examiner: Freddie Gaffney  
Institution: Ravensbourne  
Name of External Examiner: Kaitlynn Mendes  
Institution: University of Leicester  
Name of External Examiner: Zahera Harb  
Institution: City, University of London
Section 5 My Future

WHAT KIND OF CAREER MIGHT I GO ON TO?

The Journalism Studies and Film and Media Production components prepare students for a job in:

- Broadcasting
- Publishing
- Advertising
- Journalism
- Media
- Marketing

The degree also provides transferable skills that are attractive to broadcasters, online platforms, strategic and corporate communications employers, PR companies and Press Offices. Students are also attractive to employers of graduates in management and other roles.

Many students have won national prizes for their work.

How does this programme facilitate your development of the Graduate Attributes?

This programme will Connect you:

- With film, media and journalism knowledge, understanding and skills with a range of complex real world issues
- With contributions from alumni, employers and industry experts to develop your employability skills
- With knowledge, experiences, and people providing different perspectives, to understand different cultures, beliefs and traditions
- With an inclusive learning community and with the wider community
- With communication skills using digital and other media

This programme will support you to Innovate

- through active and ethical research
- through using the latest global research and new technologies to develop new understandings and creative solutions
- through independent critical and reflective thinking
- through identifying opportunities to improve what you do and taking action
- through drawing on expertise from researchers working at the cutting edge of media research

This programme will support you to transform

- through developing your intellectual and cultural passion and excellence
- through sharing new perspectives and broadening your horizons
- through becoming professional, adaptable and resilient and equipped to succeed in the global market place
- through becoming an active global citizen who is socially, culturally, and environmentally aware.

WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?

The University offers over 70 exchange and Erasmus partner universities, across four continents.
WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

The Journalism Studies Work Experience module in third year allows you to work for at least a week in a newspaper, broadcaster or online platform. In addition, you can participate in work-related projects and gain skills useful in the workplace. In recent years students have participated in live projects with Police Scotland and with the Stirling Observer. Placements include: The Daily Record, the Herald, BBC Scotland, the Oban Times, the Aberdeen Press and Journal and an MPs office in the Palace of Westminster. You are also encouraged to source your own internships, and the programme also has a partnership with Channel Four news for an internship annually.

WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?

Humanities MRes
Gender Studies (Applied)
Media Management (MSc, PG Dip, PG Cert)
Media Research ((MRes, PG Dip, PG Cert)
Television Content Development and Production (MSc)
Masters in International Journalism

Students could also go on to other Masters programmes at other universities, and a wide range of masters in Arts, Humanities, Social Sciences, and Business and Management.

WHAT OTHER INFORMATION DO I NEED TO KNOW?

N/A

Section 6 Admissions

HOW DO I ENTER THE PROGRAMME?

Admissions Criteria
SQA Highers
AABB – one sitting
AABBB – two sittings

GCE A-levels
BBB

IB Diploma
32

BTEC (Level 3)
DDM

Scottish HNC/HND

Year 1 entry – Bs in graded units

English, Welsh and NI HNC/D

Merits and Distinctions

Access Courses
Access courses and other UK/EU and international qualifications are also welcomed.

Foundation Apprenticeships

Foundation apprenticeships are considered to be equivalent to one Higher at Grade B.

Year 2 entry may be possible with an HND in a related subject. Please consult our Advanced Entry pages for suitable courses.

If you’ve taken exams over two sittings, repeated an exam, or been upgraded, the entrance requirements may be higher.

If you’re an international student and don’t meet the required academic and English-language criteria for entry onto this degree, there are other options. You could take our International Foundation programme, which prepares you for entry onto our degrees. Delivered by INTO University of Stirling on our Stirling campus, you can benefit from excellent teaching and supportive English language training. Successful completion of the International Foundation in Media, Humanities and Social Sciences provides guaranteed progression to this degree.

If English is not your first language, you must have one of the following qualifications as evidence of your English language skills:

IELTS: 6.0 with 5.5 minimum in each skill
Cambridge Certificate of Proficiency in English (CPE): Grade C
Cambridge Certificate of Advanced English (CAE): Grade C
Pearson Test of English (Academic): 54 with 51 in each component
IBT TOEFL: 80 with no subtest less than 17

More information on our English language requirements

English language courses

If you need to improve your English language skills before you enter this course, our partner INTO University of Stirling offers a range of English language courses. These intensive and flexible courses are designed to improve your English ability for entry to this degree.

Find out more about our pre-sessional English language courses

Version: 1
Date Version Approved: 23.01.2019
For use from: 23.01.2019