# 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>
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</tr>
<tr>
<td><strong>Programme Name</strong></td>
<td>Film and Media Studies and Politics</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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<td><strong>Division</strong> (if applicable)</td>
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<td><strong>UCAS Code</strong> (UG only)</td>
<td>UCX12-FMSPOL</td>
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<td><strong>Programme Code</strong></td>
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<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 [x] International [ ] Where: Online [ ] Blended [ ]</td>
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<td><strong>Admission Points</strong></td>
<td>September [x] 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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<td>Name of accrediting body: Required for programme: Yes/No (delete as appropriate) Date of Accreditation: XX / XX / 20XX Date of Renewal: XX / XX / 20XX</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>
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<td><strong>Last Updated</strong></td>
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Section 2 Overview

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 and 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 Politics components enables you to develop a knowledge and critical understanding of government and society. The interaction of people, ideas and institutions provides the focus to analyse how values are allocated and resources distributed and contested on different levels, from the local through to the sectoral, national, regional and global. The programme aims to enable you to analyse who gets what, when, how, why and where, and how collective decisions are made and contested. You will explore questions of power, justice, order, conflict, legitimacy, accountability, obligation, sovereignty, governance and decision-making as well as the theoretical and philosophical models that provide the foundation for these topics. The programme provides a curriculum supported by scholarship, staff development and a research culture that promotes breadth and depth of intellectual enquiry and debate and a learning environment that is receptive to the needs and views of students and encourages them to achieve their full potential.

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 you 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 you become fully trained in practicalities and ready to compete for high profile national awards, and industry placements.

Politics offers a range of specialist modules in European, Middle Eastern, British and Scottish politics, political theory and ideas, international politics and public policy; and includes a diversity of thematic focuses. The programme boasts world-class staff, passionate about their subject. Politics at Stirling explores a variety of countries, regions and political and cultural contexts, preparing you to embrace cultural diversity and develop an open attitude towards the world. We also expect our students to act professionally and ethically towards their studies. The programme has an active focus on employability and utilises a range of assessment practices to develop your employability skills.
WHAT WILL I BE EXPECTED TO ACHIEVE?

Detailed Learning Outcomes
On successful completion of this programme, 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. place questions of political and international order and disorder, decision-making and political contestation at the centre of analysis

4. produce digital output across a wide range of platforms, manipulating sound, image, the spoken and written word using relevant concepts and theories

5. relate the academic study of politics to questions of public concern and to relate the academic theory to policies and other political practices

6. produce work which demonstrates an understanding of media forms and structures, audiences and modes of address.

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 PDP, students 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
7. Professionalism
8. Global Outlook
HOW WILL I LEARN?

The joint Film & Media Studies and Politics components 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 Politics Modules combine various methods in accordance with your progression through the programme. In early modules, teaching is conducted through a combination of formal lectures and student-centred group work. Lectures are intended to communicate information about the subject matter, to foster the idea of an academic community, to exemplify clear thinking and communication about political ideas and explanation and to stimulate interest in the topics covered. Group-centred work in the form of seminars or tutorials consolidates the lectures and encourages students to articulate and critically examine their ideas. In later modules seminar work is relatively more important (some modules are taught principally through this medium with only a small number of lectures) and you are required to make formal seminar presentations. For final year Honours you write a supervised dissertation, (for which you undergo prior methodological preparation in semester 6), under the guidance of an appropriate member of staff.

Attainment of the learning objectives will be assessed through coursework and written exams. Coursework may take the form of online tests, individual/group presentations, essays or digit-essays. The coursework is designed to improve critical thinking, creativity, communication and group working skills. We will liaise with the student accessibility and inclusion service to ensure alternative assessments are in place for students with additional learning support needs.

Appropriate teaching methods and learning strategies have been developed to achieve the learning outcomes of this joint programme. 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 compulsory politics module. In Semester 2 you will take ONE compulsory film and media module and ONE compulsory politics module.
In year 2 Semester 3 you will take ONE compulsory film and media module and ONE compulsory politics module. In Semester 4 you will take ONE compulsory film and media module (from a selection of two options) and ONE compulsory politics module.

In their approved sequence the first core modules are:

- Semester Three FMSU9M3: Reading Film and Television and POLU9X3: Introduction to International Politics.
- Semester Four either FMSU9A4: Digital Media and Culture, or FMSU9U4: Understanding Audiences, and POLU9PG: Great Political Thinkers.

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 you 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 you 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.

**Semester 5-8 Modules**

**Compulsory Modules**

- Semester Six: If you plan on taking the Politics Dissertation in the final year, POLU9RM: Research methods in politics is a compulsory module.

**Optional Modules**

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. You have the
flexibility to choose modules to construct a degree programme best suited to your 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 you select one, two or three modules above level 8, depending on your 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.)

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.

There are a number of modules offered the Film & Media Studies students that stem from the Digital Media honours programme. Modules on the Digital Media programme provide you with rigorous and challenging training in tools, applications and possibilities of digital environments – from the preparation of journalistic and multiplatform content to its effective display and dissemination across television, film, radio, print, online and beyond. The key curriculum areas for studying Digital Media include content development for multichannel networks and convergent media platforms; applied research in design thinking and creative enterprise; emergent research in smart technologies and the Internet of Things; and social media studies, covering analytics, marketing, economics, representation and identity. Digital Media modules are all taught through a critical practice mode of delivery that offers no value distinction.
between applied, practical and theoretical approaches.

There are 3 options or roads through semesters 7 & 8.

**Option 1**

In Semester 7 students do the 60 credit politics Dissertation option POLU9DT, to be taken alongside one optional 20 credit module from Film and Media, and one optional 20 credit module from Film and Media or Politics.

 Semester 8 involves one optional 20 credit module Politics.

**Option 2**

In Semester 7 students can take one 40 credit Film and Media module (either FMSU9C7: Radio Drama Production, FMSU9CD: Content Development and research, JOUU9DJ: Digital journalism) to be taken alongside an option 20 credit politics module.

 Semester 8 involves one of three Film & Media dissertation options (FMSU9A8, FMSU9B8, CMCU9D8 see below for details)

**Option 3**

In Semester 7 students do one optional 20 credit module from Film and Media, and one optional 20 credit module from Politics, and one Film and Media or Politics module.

 Semester 8 involves one of three Film & Media dissertation options (FMSU9A8, FMSU9B8, CMCU9D8 see below for details)

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.
POLU9DT: The Politics dissertation is an extended piece of written work that provides you with an opportunity to identify and investigate a particular topic of interest and explore it systematically. In coordination with a Politics member of staff, you will define a project, conduct the research, analyse the information and write the dissertation. The dissertation enables you to develop and apply accumulated knowledge and skills to a self-chosen project. Supervisors are typically allocated in mid-April (semester 6) and students can start their research during the summer months if they wish to do so.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

Assessed work comprises of essays, group work projects, and end-of-term examinations, critical reviews, reports on primary sources, and poster presentations. Essays and Exams (both seen and unseen) 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 you 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.

Typically, assessments during semesters 5 to 8 Film and Media modules include:

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

Assessment in Politics is balanced between coursework and examinations. The types of coursework range from essays to online class tests, policy papers, blog posts, presentations and campaign plans.

Coursework: This forms 100% of the assessment for the introductory modules and 50% in the case of other modules (with the exception of dissertations). Coursework in all modules includes at least one essay-based assignment. In later modules this element of assessment includes a grade for seminar presentations and participation. Essay-based assessment tests your subject-specific knowledge and skills, and the generic skill of accessing relevant source material, whereas seminar-based assessment also tests other generic skills such as verbal communication and the ability to defend one's arguments.

Examinations: This forms 50% of the assessment for many modules other than the introductory and dissertation modules. In all other modules you are expected to write two essay-type answers in two hours. Examinations primarily test your subject-specific knowledge and skills, but in a context which also provides a rigorous test of the generic skill of editing one's material so that it is relevant to a given question.

Dissertations: Dissertations are 10,000 words in length, test subject specific knowledge and skills and provide an assessment of students' ability to work autonomously. Dissertations are synoptic in that they
require you to display the range of skills and knowledge that the programme aims to foster. They are graded on the final product as well as one of the earlier chapters.

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 marked blind and it is also systematically moderated or second marked.

Three sets of criteria are assessed in essays and exams: evidence of reading and research, argument and analysis, and writing and structure.

Reading and research: evidence of critical engagement with set materials; evidence of independent reading of appropriate academic material (which may include books, journals, audiovisual resources and archives, depending on topic).

Argument and analysis: well-articulated and well-supported argument; evidence of critical thinking (through taking a position in relation to key ideas from the module, and supporting this position); evidence of relational thinking (through making connections between key ideas from the module and wider literature, and supporting these connections); evidence of independent critical ability.

Writing and structure: clear writing; clear and coherent structure; (for essays) accuracy in referencing.

For news stories, features and other journalistic projects you will be briefed by your tutor. Details will also be made available in the module handbook and on the Canvas virtual learning environment.

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.

Three sets of criteria are assessed in essays and exams: evidence of reading and research, argument and analysis, and writing and structure.

Reading & research: evidence of critical engagement with set materials; evidence of independent reading of appropriate academic material (which may include books, journals, audiovisual resources and archives, depending on topic).

Argument and analysis: well-articulated and well-supported argument; evidence of critical thinking (through taking a position in relation to key ideas from the module, and supporting this position); evidence of relational thinking (through making connections between key ideas from the module and wider literature, and supporting these connections); evidence of independent critical ability.

Writing and structure: clear writing; clear and coherent structure; (for essays) accuracy in referencing.

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](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

**Compulsory Modules**

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<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<tr>
<td>An Introduction to Media Studies and Industries</td>
<td>FMSU9M1</td>
<td>20</td>
<td>AUTUMN</td>
<td>8</td>
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<tr>
<td>People and Power: Politics of the British Isles</td>
<td>POLU911</td>
<td>20</td>
<td>AUTUMN</td>
<td>8</td>
</tr>
<tr>
<td>Political Concepts and Ideas</td>
<td>POLU912</td>
<td>20</td>
<td>SPRING</td>
<td>8</td>
</tr>
<tr>
<td>The Moving Image</td>
<td>FMSU9M2</td>
<td>20</td>
<td>SPRING</td>
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**Year 2**

Total year 1 credit value = 120
Compulsory credits = 100
Optional credits = 20

**Compulsory Modules**

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<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<tr>
<td>Reading Film &amp; Television</td>
<td>FMSU9M3</td>
<td>20</td>
<td>AUTUMN</td>
<td>8</td>
</tr>
<tr>
<td>Introduction to International Politics</td>
<td>POLU9X3</td>
<td>20</td>
<td>AUTUMN</td>
<td>8</td>
</tr>
<tr>
<td>Digital Media and Culture OR Understanding Audiences</td>
<td>FMSU9A4</td>
<td>20</td>
<td>SPRING</td>
<td>9</td>
</tr>
<tr>
<td>Digital Media and Culture OR Understanding Audiences</td>
<td>FMSU9U4</td>
<td>20</td>
<td>SPRING</td>
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Option Modules – you have to choose one of the following Level 9 Sports Studies modules to take

<table>
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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>Comparative Politics</td>
<td>POLU9CP</td>
<td>20</td>
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<td>8 &amp; 9</td>
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**Year 3**

Total year 1 credit value = 120
Compulsory credits = 0/20
Optional credits = 100/120

Compulsory Modules * If choosing the politics Dissertation Option in Y4

<table>
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<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research methods in Politics</td>
<td>POLU9RM</td>
<td>20</td>
<td>Spring</td>
<td>10</td>
</tr>
</tbody>
</table>

Option Modules – you have to choose

Note: There are many history options in year 3. To ensure the maximum diversity and choice, available modules may run either on the autumn or the spring semester, depending on rotation of themes and staff availability.

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
</tr>
</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>
<td>FMSU9AD</td>
<td>20</td>
<td>AUTUMN</td>
<td>10</td>
</tr>
<tr>
<td>Gender and Representation</td>
<td>FMSU9AS</td>
<td>20</td>
<td>AUTUMN</td>
<td>10</td>
</tr>
<tr>
<td>Feminism and Television</td>
<td>FMSU9FT</td>
<td>20</td>
<td>AUTUMN</td>
<td>10</td>
</tr>
<tr>
<td>Public Relations and Promotional Culture</td>
<td>FMSU9PR</td>
<td>20</td>
<td>AUTUMN</td>
<td>10</td>
</tr>
<tr>
<td>Scriptwriting</td>
<td>FMSU9SW</td>
<td>20</td>
<td>AUTUMN</td>
<td>10</td>
</tr>
<tr>
<td>Social Media Marketing: Contexts and Strategies</td>
<td>CMCU9SM</td>
<td>20</td>
<td>SPRING</td>
<td>10</td>
</tr>
<tr>
<td>Radio Feature Production</td>
<td>FMSU9D6</td>
<td>20</td>
<td>SPRING</td>
<td>10</td>
</tr>
<tr>
<td>Experimental Cinema</td>
<td>FMSU9EC</td>
<td>20</td>
<td>SPRING</td>
<td>10</td>
</tr>
<tr>
<td>Editing and Workflow</td>
<td>FMSU9EW</td>
<td>20</td>
<td>SPRING</td>
<td>10</td>
</tr>
<tr>
<td>Global Film as/and Philosophy</td>
<td>FMSU9GP</td>
<td>20</td>
<td>SPRING</td>
<td>10</td>
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<tr>
<td>East and Southeast Asian Cinemas</td>
<td>FMSU9EA</td>
<td>20</td>
<td>SPRING</td>
<td>10</td>
</tr>
<tr>
<td>Scriptwriting</td>
<td>FMSU9SW</td>
<td>20</td>
<td>SPRING</td>
<td>10</td>
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<tr>
<td>Radio Drama Production</td>
<td>FMSU9C7</td>
<td>40</td>
<td>AUTUMN</td>
<td>10</td>
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<tr>
<td>Content Development and Research</td>
<td>FMSU9CD</td>
<td>40</td>
<td>AUTUMN</td>
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<tr>
<td>Digital Journalism</td>
<td>JOUU9DJ</td>
<td>40</td>
<td>AUTUMN</td>
<td>10</td>
</tr>
<tr>
<td>Contemporary issues in the Middle East</td>
<td>POLU9CM</td>
<td>20</td>
<td>AUTUMN</td>
<td>10</td>
</tr>
<tr>
<td>Citizenship, Democracy and</td>
<td>POLU9CR</td>
<td>20</td>
<td>AUTUMN</td>
<td>10</td>
</tr>
<tr>
<td>Course Title</td>
<td>Code</td>
<td>Semester</td>
<td>Credits</td>
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<td>-----------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Human Rights in International Politics</td>
<td>POLU9HR</td>
<td>AUTUMN</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Politics and Policymaking in the UK</td>
<td>POLU9UK</td>
<td>AUTUMN</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>World Politics from the Great War to the Contemporary Crisis</td>
<td>POLU9WP</td>
<td>AUTUMN</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>From World War to Cold War</td>
<td>ARTU9K6</td>
<td>AUTUMN</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Direct Democracy and Referendums</td>
<td>POLU9DD</td>
<td>SPRING</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>European Union in International Politics</td>
<td>POLU9EX</td>
<td>SPRING</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Political Economy and the Global Environment</td>
<td>POLU9GE</td>
<td>SPRING</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Politics of the Middle East</td>
<td>POLU9ME</td>
<td>SPRING</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Understanding Public Policy</td>
<td>POLU9PP</td>
<td>SPRING</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Political Islam</td>
<td>RELU9FB</td>
<td>SPRING</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Safer Spaces: Environment in 20th Century Britain</td>
<td>ARTU9H6</td>
<td>SPRING</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

**Year 4**

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

THERE ARE 3 OPTIONAL ROADS FOR STUDENTS TAKING FILM AND MEDIA STUDIES WITH SPORTS STUDIES IN THE FINAL SEMESTER
### Year 4

<table>
<thead>
<tr>
<th>Semester 7</th>
<th>Semester 8</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 10</strong></td>
<td><strong>Level 10</strong></td>
</tr>
<tr>
<td>60 credits Politics Dissertation</td>
<td>20 credits Politics Level 10 Module</td>
</tr>
<tr>
<td>POLU9DT</td>
<td></td>
</tr>
<tr>
<td>20 credits Film &amp; Media Level 10</td>
<td></td>
</tr>
<tr>
<td>Module</td>
<td>60 credits Film &amp; Media Level 10 Module</td>
</tr>
<tr>
<td>20 credits Film &amp; Media or Politics</td>
<td>20 credits Politics Level 10 Module</td>
</tr>
<tr>
<td>Level 10 Module</td>
<td></td>
</tr>
</tbody>
</table>

- You can also choose your optional modules from the Year Three List above.

### READING LIST

**Recommended Reading for the Film and Media Studies Programme**

Recommended Introductory Reading for Politics

Jones and Norton, *Politics UK*.
Goodwin, *Using Political Ideas*.
Hoffman and Graham, *Introduction to Political Theory*.

Section 3 Student Support

**SUPPORT FOR STUDENT LEARNING**

**Induction**
You will receive a separate Film & Media 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/

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 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/

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/

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
Name of External Examiner: Neil Robinson
Institution: University of Limerick

Section 5 My Future

WHAT KIND OF CAREER MIGHT I GO ON TO?

What career avenues does this qualification open up to the student?

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

Broadcasting
Publishing
Advertising
Journalism
Government Social Research Officer
Public Affairs Consultant
Civil Service Fast Streamer
Public Relations Account Executive
Politician’s Assistant

The joint 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 media 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.

<table>
<thead>
<tr>
<th>WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University offers over 70 exchange and Erasmus partner universities, across four continents.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Faculty of Arts and Humanities offers job placements during semester 3. By taking the module ARTU9W4 - Putting Arts &amp; Humanities to Work, you may have the opportunity to experience 30 hours of work placement in a career area linked to your degree subject.</td>
</tr>
<tr>
<td>In addition, the careers and employability services provide opportunities for volunteering and paid internships in a range of job sectors.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities MRes</td>
</tr>
<tr>
<td>Gender Studies (Applied)</td>
</tr>
<tr>
<td>Media Management (MSc, PG Dip, PG Cert)</td>
</tr>
<tr>
<td>Media Research ((MRes, PG Dip, PG Cert)</td>
</tr>
<tr>
<td>Television Content Development and Production (MSc)</td>
</tr>
<tr>
<td>Historical Research MRes</td>
</tr>
<tr>
<td>Environment, Heritage and Policy MSc</td>
</tr>
<tr>
<td>International Conflict and Cooperation MSc</td>
</tr>
<tr>
<td>Public Policy MPP</td>
</tr>
<tr>
<td>MSc International Conflict and Cooperation</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>WHAT OTHER INFORMATION DO I NEED TO KNOW?</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
</tr>
</tbody>
</table>

**Section 6 Admissions**
## HOW DO I ENTER THE PROGRAMME?

**Admissions Criteria**
- SQA Highers
  - AABB – one sitting
  - AABB – 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