

Academic Year 2021/22

Master of Arts in Media & Public Relations

Code: 4076 F/P

Notes

- (i) *These programme regulations should be read in conjunction with the University's Taught Programme Regulations.*
- (ii) *A core module is a module which a student must pass.*
- (iii) *A compulsory module is a module which a student is required to study.*
- (iv) *All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*
- (v) *Any candidates whose native language is not English must sit the University English Language Assessment (UELA) the week preceding the scheduled Welcome (Induction) Week. If the assessment results are Level 1 (UELA score less than 60) or Level 2 (UELA score 60 - 69), then the candidate is required to enrol in a free non-credit-bearing in-session course(s) where attendance is compulsory and will be monitored for evidence of attendance.*

1. Programme structure

- (a) The programme is available for study in both full-time and part-time modes.
- (b) The period of study for full-time mode shall be 1 year starting in September. The period of study for part-time mode shall normally be 2 years starting in September. The programme comprises modules to a credit value of 180.
- (c) All candidates shall take the following compulsory modules:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Mode
MCH8008	Media and Promotional Cultures	20	20			7		
MCH8058	Methodologies: Researching Media, Culture & Society	20	20			7		
MCH8060	Strategies & Management in PR	20		20		7		
MCH8065	Theoretical Approaches to PR	20	20			7		
MCH8199	Dissertation for MA Media & Public Relations	60			60	7		

(d) All candidates shall take further optional modules to a value of 40 credits from the following:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MCH8012	Freelancing in Media and Communications	20		20		7		
MCH8013	Global Public Relations	20		20		7		
MCH8068	International Media and Law	20		20		7		
MCH8081	Feminist Media Studies: Gender and Intersectionality	20		20		7		
MCH8104	Cultures of Data Visualisation	20		20		7		
MCH8169	Digital Communication for Cultural Institutions and Organisations	20		20		7		
MCH8177	Digital Power, Politics and Communication	20		20		7		
MCH8178	Public Relations in Government and Politics	20		20		7		

Detailed information about module pre-requisites candidates should consult the module catalogue (2021-22 MOFs) at: <http://www.ncl.ac.uk/module-catalogue/>

(e) With the approval of the Degree Programme Director, candidates may choose one 20-credit module from Level 6 (Stage 3) Undergraduate Media Programmes as one of their options (candidates cannot enrol again on an optional module that they have completed in previous studies at Newcastle University).

Year 1 (Part-time)

(a) Candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MCH8008	Media and Promotional Cultures	20	20			7		
MCH8058	Methodologies: Researching Media, Culture & Society	20	20			7		
MCH8060	Strategies & Management in PR	20		20		7		
MCH8065	Theoretical Approaches to PR	20	20			7		

Year 2 (Part-time)

(a) Candidates shall take the following compulsory module.

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MCH8199	Dissertation for MA Media & PR	60			60	7		

(b) Candidates shall take further optional modules to a value of 40 credits from the following:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MCH8012	Freelancing in Media and Communications	20		20		7		
MCH8013	Global Public Relations	20		20		7		
MCH8068	International Media and Law	20		20		7		
MCH8081	Feminist Media Studies: Gender and Intersectionality	20		20		7		
MCH8104	Cultures of Data Visualisation	20		20		7		
MCH8169	Digital Communication for Cultural Institutions and Organisations	20		20		7		
MCH8177	Digital Power, Politics and Communication	20		20		7		
MCH8178	Public Relations in Government and Politics	20		20		7		

2. With the approval of the Degree Programme Director, candidates may choose one 20-credit module from Level 6 (Stage 3) Undergraduate Media Programmes as one of their options (candidates cannot enrol again on an optional module that they have completed in previous studies at Newcastle University).

3. Assessment methods

Details of the assessment pattern for each module are explained in the module outline.