

Academic Year 2024/25

Master of Arts in Media, Society and Cultural Studies (Research)

Code: 4156F/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.*

1. Programme Structure

- (a) The programme is available for study in both full-time and part time mode
- (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 two years starting in September.
- (c) The programme comprises modules to a credit value of 180 (Master's)
- (d) All 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>
HSS8001	Thinking about Research	10	10			7		
HSS8003	Dissertation Preparation	10	10			7		
HSS8004	Qualitative Methodology in the Arts, Humanities and Social Sciences	20		20		7		
HSS8005	Quantitative Analysis	20		20		7		
MCH8057	Media Analysis	20	20			7	Core	
MCH8399	Dissertation in Media, Society & Cultural Studies (Research)	60			60	7		

- (e) All candidates shall take further optional modules to a value of **40** credits from the following (20 in each semester):

<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		
MCH8059	International Media and Law (Semester 1)	20	20			7		
MCH8060	Strategies and Management in PR	20		20		7		

MCH8065	Public Relations Theory and Concepts	20	20			7		
MCH8081	Representations: feminism, race and intersectionality	20		20		7		
MCH8169	Digital communication for cultural institutions and organisations	20		20		7		
MCH8177	Power, Politics and Communication	20		20		7		
MCH8178	PR in Government – soft power, diplomacy and sportswashing	20		20		7		

Detailed information about module pre-requisites candidates should consult the module catalogue (2024-25 MOFs) at: <http://www.ncl.ac.uk/module-catalogue/>

- (f) With the approval of the Degree Programme Director and depending upon the academic background of the candidate, alternative optional modules at Level 6 (stage 3 undergraduate), to the value of **20** credits only, may be selected.
- (g) Part-time candidates will agree their programme of study with the DPD.

2. Assessment methods

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