

**Academic Year 2024/25**

**Bachelor of Arts with Honours in Media, Communication and Cultural Studies**

**UCAS Code: PQL0**

**Bachelor of Arts with Honours in Media, Communication and Cultural Studies (with International Study Year)**

**Internal Code: 1433U**

**Bachelor of Arts with Honours in Media, Communication and Cultural Studies (with Placement Year)**

**Internal Code: 1454U**

*Notes*

- (i) These programme regulations should be read in conjunction with the University's Undergraduate Progress Regulations and Examination Conventions.*
- (ii) All optional modules are offered subject to the constraints of the timetable and to any restrictions on the number of students who may be taught on a particular module. Not all modules may be offered in all years and they are listed subject to availability.*
- (iii) Unless otherwise stated under 'Type', modules are not core.*
- (iv) A compulsory module is a module which a student is required to study.*
- (v) All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*

**1. Stage 1**

- (a) 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>Level</i>	<i>Type</i>	<i>Mode</i>
MCH1023	Media Studies	20	20		4		
MCH1025	Critical Skills	20	20		4		
MCH1026	Social and Cultural Studies	20		20	4		
MCH1028	Marketing Communication & Promotional Practices	20	20		4		
MCH1031	Multimedia Communication	20		20	4		
MCH1036	Journalism: Pasts, present and future	20		20	4		

## 2. Stage 2

(a) Candidates shall select modules from the lists below so as to select 120 credits.

(b) 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>Level</i>	<i>Type</i>	<i>Mode</i>
MCH2004	Media Fusions: Creative and Collaborative Projects	20		20	5		
MCH2005	Intersectional Approaches in Media & Cultural Studies	20	20		5		
MCH2063	Advertising and Consumption	20	20		5		
MCH2069	Research Design and Practice	20	20		5		

(c) All candidates shall take 40 credits from the following list:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MCH2034	Introduction to Public Relations	20		20	5		
MCH2065	Race, Culture and Identity	20		20	5		
MCH2071	Sex, Sexuality and Desire	20		20	5		
MCH2075	Popular Culture and Speculative Futures	20		20	5		
MCH2220	Conflict and Crisis Reporting	20		20	5		
MUS2085	Popular Music and Media	20		20	5		
NCL2007	Career Development for second year students	20	10	10	5		

(d) With the approval of the Degree Programme Director, candidates may select up to 20 credits of optional modules outside those listed in (c) but may not exceed 40 credits of non-MCH modules overall.

(e) With the approval of the Degree Programme Director, candidates may spend Semester 1 of Stage 2 studying outside the UK, in which case they take the following module, subject to an overall selection of modules with the Module Leader. The application for international study must be completed during Stage 1 and students must have passed all Stage 1 modules in order to spend Semester 1 of Stage 2 studying internationally. Language proficiency is compulsory for Universities that do not teach in English. Travel and international study will be guided by institutional policy and governmental guidance at the time.

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MCH2020	Student Exchange: Semester 1	60	60		5		

*Spaces may be limited on specific modules. Modules offered may be subject to review and availability may change.*

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

### 3. International Study Year (Year 3)

- (a) Candidates may, subject to approval of the Degree Programme Director, undertake the International Study programme **or** Placement Year with an approved organisation (see 4. Placement Year (Year 3)). The International Study would entail undertaking 120 credits over two semesters in an International Study-partner institution.
- (b) Candidates can choose to undertake the programme upon completion of Stage 2 and prior to entering Stage 3. These candidates will be transferred to programme code 1433U.
- (c) All 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>Level</i>	<i>Type</i>	<i>Mode</i>
ISY3000	International Study Year Module	120	60	60	6		

N.B: Travel and international study will be guided by institutional policy and PHE guidance at the time.

### 4. Placement Year (Year 3)

- (a) On completion of Stage 2 and before entering Stage 3, candidates may as part of their studies for the degree spend a year in a placement with an approved organisation **or** take part in International Study (see 3. International Study year (Year 3)). Permission to undertake a placement is subject to the approval of the Degree Programme Director. Students who are required to re-sit their Stage 2 assessment must delay the start of their placement until they have done so. Students who fail Stage 2 may not complete a placement year. Students following this route will transfer to internal code 1454U.
- (b) All 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>Level</i>	<i>Type</i>	<i>Mode</i>
NCL3000	Careers Service Placement Year Module	120	60	60	6		Blended Learning

N.B: Placement opportunities will be guided by governmental and institutional policy at the time

### 5. Stage 3

(a) Candidates shall select modules from the lists below so as to select 120 credits. Students selecting non-compulsory modules must ensure that they have undertaken the pre-requisites.

(b) All 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>Level</i>	<i>Type</i>	<i>Mode</i>
MCH3073	Media Research Dissertation	40	10	30	6		

(c) All candidates shall take 80 credits of optional modules normally selected from the following list. **Only one** level 5 module may be selected, and candidates cannot enrol again on an optional module that they have already completed in stage 2:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MCH2034	Introduction to Public Relations†	20		20	5		
MCH2063	Advertising and Consumption†	20	20		5		
MCH2065	Race, Culture and Identity†	20		20	5		
MCH2068	Journalism Practice for Digital Audiences†	20	20		5		
MCH2071	Sex, Sexuality and Desire†	20		20	5		
MCH2220	Conflict and Crisis reporting†	20		20	5		
MCH3001	Magazine Publishing	20	20		6		
MCH3002	Youth, Identity and Contemporary Media	20	20		6		
MCH3012	Fashion, Communication and Culture	20		20	6		
MCH3013	Global Public Relations	20	20		6		
MUS3029	Music, Politics and Policy	20	20		6		
MCH3035	Storytelling and Collective Psychology	20		20	6		
MCH3077	Power, Politics and Communication	20		20	6		
NCL3007	Career Development for final year students	20	10	10	6		

† Candidates may only take one Level 5 module at Stage 3.

(d) With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected.

*Spaces may be limited on specific modules. Modules offered may be subject to review and availability may change.*

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

## **6. Assessment methods**

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

## **7. Degree classification**

Candidates will be assessed for degree classification on the basis of all the modules taken at Stages 2 and 3 with the weighting of the stages being 1:2 for Stage 2 and Stage 3 respectively.

## **8. Degree Title**

Candidates who complete the three-year programme will graduate with a BA (Hons) in Media, Communication and Cultural Studies and remain on programme code PQL0.

Candidates who choose to take part in the International Study will be transferred onto the four-year programme code 1433U and will graduate with a BA (Hons) in Media, Communication and Cultural Studies (with International Study Year).

Candidates who choose to take part in the Placement Year will be transferred onto the four-year programme code 1454U and will graduate with a BA (Hons) in Media, Communication and Cultural Studies (with Placement Year).