

Programme Regulations: 2026/27

Programme Title: MA Digital Media, Technology and Society

Code: 4199F/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 must take.
- (iv) All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.

1. Programme Structure

- (a) The programmes are available for study in full-time mode only OR The programmes are available for study in both full-time and part-time modes.
- (b) The period of study for full-time mode shall be 1 year for Masters and eight months for Postgraduate Diploma starting in September. The period of study for part-time mode normally shall be 18 months for a PGDip; 24 months for an MA starting in September.
- (c) The Masters programme comprises modules to a credit value of 180. The Postgraduate Diploma programme comprises modules to a credit value of 120.
- (d) 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
MCH8032	Digital Media Research Practice	20	20	0	0	7		
MCH8085	Digital Discourses and Identity	20	20	0	0	7		
ARA8295	Fundamentals of Digital Humanities: Computer literacy, data analysis and GIS	20	20	0	0	7		
SAC8010	AI, Culture & Society	20	0	20	0	7		
SAC8014	Social Media: Communication, Innovation and Ethics		0	20	0	7		
MCH8039	Professional research project in digital media	60	0	0	60	7		

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

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Mode
ISO8003	Design of Information Systems	10	0	10	0	7		
MCH8012	Freelancing in Media and Communications	20	0	20	0	7		
MCH8104	Cultures of Data Visualization	20	0	20	0	7		

MCH8169	Digital Communication for Cultural Institutions and Organisations	20	0	20	0	7		
MCH8177	Digital Politics, Communication and AI	20	0	20	0	7		
MCH8013	Global and Environmental Public Relations	20	0	20	0	7		
MUS8028	Pedagogical Technology in Music Education	20	0	20	0	7		
NBS8323	Digital Start-up	10	0	10	0	7		
NBS8628	Digital Transformation for Social Good	10	0	10	0	7		

- (f) With the approval of the Degree Programme Director, candidates may select up to 20 credits of optional modules outside those listed in (e). Alternative modules should be FHEQ Level 7.

Year 1 (part-time)

- (g) 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>
MCH8085	Digital Discourses and Identity	20	20	0	0	7		
ARA8295	Fundamentals of Digital Humanities : Computer literacy, data analysis and GIS	20	20	0	0	7		
SAC8010	AI, Culture and Society	20	0	20	0	7		

- (h) Candidates shall take further optional modules to a value of 20 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>
ISO8003	Design of Information Systems	10	0	10	0	7		
MCH8012	Freelancing in Media and Communications	20	0	20	0	7		
MCH8104	Cultures of Data Visualization	20	0	20	0	7		
MCH8169	Digital Communication for Cultural Institutions and Organisations	20	0	20	0	7		
MCH8177	Digital Politics, Communication and AI	20	0	20	0	7		
MCH8013	Global and Environmental Public Relations	20	0	20	0	7		
MUS8028	Pedagogical Technology in Music Education	20	0	20	0	7		

NBS8323	Digital Start-up	10	0	10	0	7		
NBS8628	Digital Transformation for Social Good	10	0	10	0	7		

Year 2 (part-time)

(i) 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>
SAC8014	Social media: Communication, Innovation and Ethics	20	0	20	0	7		
MCH8032	Digital Media Research Practices	20	20	0	0	7		
MCH8039	Professional Research Project in Digital Media	60	0	0	60	7		

(j) With the approval of the Degree Programme Director students enrolled in PT study will be able to take SAC8010 AI, Culture and Society OR SAC8014 Social Media: Communication, Innovation and Ethics in either of the years of study.

2. Assessment methods

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

3. Other

All Postgraduate Diploma entry awards covered by these regulations should be classified.