Postgraduate Diploma in Media and Communications
Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Final Award: Postgraduate Diploma in Media and Communications

Programme Name: Postgraduate Diploma in Media and Communications

Total credit value for programme: 120

Name of Interim Exit Award(s): Postgraduate Certificate in Media and Communications

Duration of Programme: 1 year full-time or 2 years part-time

UCAS Code(s): Not applicable

HECoS Code(s): (100444) Media and Communication Studies

QAA Benchmark Group: Not applicable

FHEQ Level of Award: 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: July 2023

Home Department: Media, Communications and Cultural Studies

Department(s) which will also be involved in teaching part of the programme:
Not applicable

Programme overview

The PG Diploma in Media and Communications offers an introduction to the interdisciplinary fields of Media, Communications and Cultural Studies. It invites you to think critically about the larger, global media worlds of the present age, and about your own location in the mediated society in which you live.

Coursework is primarily theoretically based, so you will need some foundation in the (broadly conceived) intellectual arenas of the social sciences or the humanities in order to grasp the dominating aims and objectives of the programme.

The programme is embedded in the Department's ethos of diversity and interdisciplinarity. This is reflected in the combination of theory and practice which allows us to challenge norms and engage with real-world issues. The programme is theory-driven but grounded in practice.

Programme entry requirements

Students will normally hold the equivalent of an upper-second in the humanities or the social sciences and (if a non-native speaker) possess IELTS of 6.5, or equivalent. They will also need to demonstrate a commitment to thinking reflexively and critically about the workings of contemporary media forms. It is not necessary for students to have an educational background in media and communications. Because of the interdisciplinary nature of the programme, a broad range of undergraduate backgrounds can be appropriate. In some circumstances we can also accept candidates with a degree in the sciences, or with expertise in more vocational areas. There is no requirement for students to have any practical experience of working in the media, though if they do have this, it will clearly be an advantage, and students will be encouraged to make use of their past experiences in this Certificate. Consideration may also be given to students without an academic background in a relevant subject area if they have significant professional experience in the field of media and communications and are able to demonstrate their ability and commitment to the pursuit of a programme of rigorous academic study.

Programme learning outcomes

The programme aims to offer you an interdisciplinary approach to the field of Media and Communications. It aims to bring together the two dominating perspectives which currently organise the field of inquiry: on the one hand, the sociological or political-economy discussion of media institutions, with its characteristic emphasis on the social power of media organisations; and on the other, the domains of subjective identities in mediated societies, which draws more from the intellectual traditions of cultural studies. In so doing, we borrow from a range of different academic disciplines: sociology, anthropology, geography, psychology, literature and history.

The programme offers knowledge and skills specific to the study of the media. Its broadly conceived ambit, however, also allows you to engage in critical thought in its widest meanings, which is appropriate not only for future employment in the media industries but in many cognate areas of employment as well.

The programme's subject-specific learning outcomes require students to think critically about a range of issues concerning the media, understood in the widest sense, and to be able to justify their views intellectually and theoretically. This in turn helps students to grasp the range of intellectual traditions which organise the current field of media studies. In addition, students will also develop a range of transferable skills necessary for employment in a variety of different contexts.

Students who exit at the Postgraduate Certificate stage will be able to:

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Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate their ability to refer at least two differing areas of inquiry in their written work	Introduction to Media and Cultural Theory, Option Module
A2	Reveal their knowledge of at least one of the defining intellectual traditions of the field of media and communication studies	Introduction to Media and Cultural Theory, Option Module
A3	Deploy an understanding of some of the key concepts that have informed academic debates within media, communications and cultural studies (such as power, inequality, representation and identity)	Introduction to Media and Cultural Theory, Option Module
A4	Develop a broad understanding media which includes traditional media, digital technologies and computational practices, such as artificial intelligence	Introduction to Media and Cultural Theory, Option Module
A5	Discuss the role of media and communication technologies in shaping historical and contemporary experience	Introduction to Media and Cultural Theory, Option Module

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Prepare and deliver coherent, persuasive and well-constructed academic argument in seminar presentations and essays	Introduction to Media and Cultural Theory, Option Module
B2	Utilise conceptual knowledge and critical reasoning skills in complex problem solving	Introduction to Media and Cultural Theory, Option Module

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Engage with major thinkers, debates and intellectual paradigms within the field of media and communications	Introduction to Media and Cultural Theory, Option Module
C2	Examine media and communications with reference to the diversity of contemporary societies	Introduction to Media and Cultural Theory, Option Module

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Locate, retrieve and critically evaluate appropriate forms of information from a range of sources	Introduction to Media and Cultural Theory, Option Module
D2	Use a range of methods and sources to construct arguments of your own	Introduction to Media and Cultural Theory, Option Module
D3	Develop presentation skills	Introduction to Media and Cultural Theory, Option Module
D4	Collaborate with peers on group assignments and presentations	Introduction to Media and Cultural Theory, Option Module

Students who are awarded a Postgraduate Diploma will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Define the intellectual traditions of the field of media and communication studies.	Introduction to Media and Cultural Theory, Option Modules

Code	Learning outcome	Taught by the following module(s)
A2	Develop an understanding of key concepts that have informed academic debates within media, communications and cultural studies (such as power, inequality, representation and identity)	Introduction to Media and Cultural Theory, Option Modules
A3	Articulate a broad understanding media which includes traditional media, digital technologies and computational practices, such as artificial intelligence.	Introduction to Media and Cultural Theory, Option Modules
A4	Reveal and understanding of how key debates in the field of media and communications are informed by a range of other academic disciplines	Introduction to Media and Cultural Theory, Option Modules
A5	Discuss the role of media and communication technologies in shaping historical and contemporary experience	Introduction to Media and Cultural Theory, Option Modules
A6	Demonstrate their ability to refer to at least three different areas of inquiry within the broader field of media communications and cultural studies in assessed work.	Introduction to Media and Cultural Theory, Option Modules

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Prepare and deliver coherent, persuasive and well-constructed academic argument in seminar presentations and essays.	Introduction to Media and Cultural Theory, Option Modules.
B2	Utilise conceptual knowledge and critical reasoning skills in complex problem solving	Introduction to Media and Cultural Theory, Option Modules
B3	Evaluate research on the consequences of media and communication technologies	Introduction to Media and Cultural Theory, Option Modules

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Engage with major thinkers, debates and intellectual paradigms within the field of media and communications	Introduction to Media and Cultural Theory, Option Modules
C2	Examine media and communications with reference to the diversity of contemporary societies, and have an understanding of how different social groups variously make use of, and engage with, media and communications	Introduction to Media and Cultural Theory, Option Modules
C3	Apply an advanced level of conceptual, methodological and empirical knowledge to the analysis of media institutions, texts, technologies and practices.	Introduction to Media and Cultural Theory, Option Modules.

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Work under pressure and to deadline, managing a complex array of competing demands	Introduction to Media and Cultural Theory, Option Modules
D2	Locate, retrieve and critically evaluate appropriate forms of information from a range of sources	Introduction to Media and Cultural Theory, Option Modules
D3	Use a range of methods and sources to construct arguments of your own	Introduction to Media and Cultural Theory, Option Modules
D4	Develop public speaking and presentation skills	Introduction to Media and Cultural Theory, Option Modules.
D5	Collaborate with peers on group assignments and presentations	Introduction to Media and Cultural Theory, Option Modules

How you will be assessed

From the outset, students are guided to work independently and to think through the intellectual issues for themselves. Through seminars and different sorts of tutorials (with personal tutors and module leaders) student progress is carefully monitored, to make sure that they are progressing towards the achievement of the outcomes. An early, non-assessed diagnostic essay will also be used as an indicator of student progress, and will be

used to identify any on-going problems. Different kinds of theoretical input and different kinds of information-retrieval are required for each essay. In consultation with tutors, students will be guided to the most appropriate intellectual approaches, and to the most appropriate archives, libraries or electronic sources. Much of the initial work of trying out ideas takes place in the seminars, where students construct a dialogue between themselves as much as with your tutor. Here students have the opportunity to learn how to present your ideas succinctly, to discriminate between different traditions of critical thought, and also to listen to other, perhaps competing, lines of argument. By and large the optional modules are taught by the familiar mix of lectures, seminars and tutorials, although there are some variations. Some options offer a greater input of workshop organisation.

The compulsory "Introduction to Media and Communications Theory" module incorporates a non-assessed essay, due in Week 7, in which students will be asked to offer a review of a recent journal article. All students will then be offered essay tutorials in the final week of the module to help them identify any areas of weakness they will need to work on for their option essays. This module is formally assessed by a fourteen-day take-away exam at the start of the summer term, in which students are required to produce two 2,500 word essays.

Summary of assessment requirements:

- One 1500 non-assessed review essay offering a detailed analysis of a recent journal article from one of the leading journals in the fields of Media, Communications and Cultural Studies.
- Two 2,500 word essays within a given fourteen-day period, which offers a different kind of test not only of your intellectual knowledge and critical analysis, but also of your capacity to write coherently and persuasively in a (relatively) limited time-span.
- 5,000-6,000 word essays (or equivalent) for each of the 30 CATs option modules, or 3,000 word essays (or equivalent) for each of the 15 CATs options, assessing knowledge of a specialist area. Other forms of assessment may be encountered (e.g. group presentations/reports, diaries, portfolio exercises) depending on option modules chosen.

Grading criteria

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/ Exceptional)	A mark of 80-100% is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree. Such work may be of publishable quality and contribution to debate within the field.
70-79%	Distinction	A mark of 70-79% is awarded when the essay demonstrates the application of appropriate knowledge, understanding and

Mark	Descriptor	Specific Marking Criteria
		skills specified in the learning outcomes of the module to a very effective extent. The work will show evidence of extensive relevant reading and an impressive grasp of current major issues in the field. This knowledge will have been reviewed critically with insight and independence of thought. Arguments and the presentation of evidence will demonstrate sophisticated reasoning, with clear awareness of issues of methodology and evidence, and be particularly clear, well-focused and cogent. A mark of 80% or higher is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree. Such work may be of publishable quality, and will be a significant contribution to debate within the field.
60-69%	Merit	A mark of 60-69% is awarded when candidates demonstrate the application of appropriate knowledge, understanding and skills specified in the module learning outcomes to an effective extent. The essay will show consistency and fluency in discussing and evaluating evidence and theories drawn from a wide range of sources. They will demonstrate an ability to relate this reading to their topic, and will clearly have understood and assimilated the relevant literature.
50-59%	Pass	A mark of 50-59% is awarded when the essay demonstrates the application of appropriate knowledge, understandings and skills specified in the learning outcomes of the module to a satisfactory extent. There is clear evidence of knowledge and understanding, but where there may be limited development of ideas, critical comment or methodology. Within these limitations there will be indication that the candidate has grasped fundamental concepts and procedures in the field.
30-49%	Fail	A mark of 30-49% is awarded when the candidate demonstrates an unsatisfactory application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module.
10-29%	Bad fail	A mark of 10-29% is awarded when the assessed work demonstrates a significant overall failure to achieve the Learning Outcomes, and where there is no evidence of recognition of the question nor of how it might be responded to.
1-9%	Very bad fail	A submission that does not even attempt to address the specified learning outcomes..

Mark	Descriptor	Specific Marking Criteria
0%	Non submission or plagiarised	A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment.

Mode of study

On campus

Programme structure

Students will need to take and pass modules to the value of 120 credits including the compulsory 30 credit module "Introduction to Media and Communications Theory", which takes place in the autumn term. This is a formal lecture programme (combined with seminars) which introduces the main intellectual traditions in the field. The module serves as an 'introduction' — in that we assume that a number of the group will not previously have encountered media studies before coming to Goldsmiths. However, it is an advanced module, with high expectations of students. By the end of the module, students should possess a sophisticated grasp of what are complex theoretical traditions. The remaining 90 credits will be taken from our extensive suite of MA option modules.

Full-time students take the programme over one calendar year, part-time students over two years. Formal teaching takes place in the autumn term (eleven weeks) and spring term (eleven weeks). The summer term is designed in part for revision and assessment.

In order to proceed into their second year, part-time students need successfully to complete the compulsory module and 30 credits of optional modules during the first year.

Students awarded the Postgraduate Certificate as an exit degree will have passed modules to the value of 60 credits including the compulsory module "Introduction to Media and Communications Theory".

Full-time mode

Module Title	Module Code	Credits	Level	Module Status	Term
Introduction to Media and Communications Theory	MC71045A	30	7	Compulsory	1
Optional modules equal to the value of 90 credits, chosen from an approved list published annually	Various	90	7	Optional	1-2

Part-time mode

Academic year of study 1

Module Title	Module Code	Credits	Level	Module Status	Term
Introduction to Media and Communications Theory	MC71045A	30	7	Compulsory	1
Optional modules equal to the value of 30 credits, chosen from an approved list published annually	Various	30	7	Optional	1-2

Academic year of study 2

Module Title	Module Code	Credits	Level	Module Status	Term
Optional modules equal to the value of 60 credits, chosen from an approved list published annually	Various	60	7	Optional	1-2

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least three a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the Library and information available on Learn.gold (VLE) so that they have access to department/ programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the Goldsmiths website and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The Disability and Wellbeing Services maintain caseloads of students and provide on-going support.

The Careers Service provides central support for skills enhancement, running The Gold Award scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report (HEAR).

The Centre for Academic Language and Literacies works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

Placement opportunities

Not applicable

Employability and potential career opportunities

The PG Diploma is primarily aimed at those who want to develop their skills or retrain within the cultural, creative and media industries. The Careers Service provides central support for skills enhancement, running The Gold Award scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report (HEAR). The Department has strong industry links and hosts a range of events that bring together industry experts, academics and students.

Programme-specific requirements

None.

Tuition fee costs

Information on tuition fee costs is available at: https://www.gold.ac.uk/students/fee-support/

Specific programme costs

None.