

Programme Specification

Undergraduate Programmes

Awarding Body/Institution	University of London
Teaching Institution	Goldsmiths, University of London
Name of Final Award and Programme Title	Foundation Certificate in Media and Communications; or progression to BA (Hons) Media & Communications
Name of Interim Award(s)	Foundation Certificate in Media and Communications
Duration of Study/Period of Registration	1 year (Foundation) + 3 years (undergraduate degree)
UCAS Code(s)	PP39
HECos Code(s)	(100444) Media and Communication Studies
QAA Benchmark Group	Media and Communications
FHEQ Level of Award	Level 3
Programme Accredited by	N/A
Date Programme Specification last updated/approved	September 2017
Primary Department/Institute	Media Communications, & Cultural Studies

Departments which will also be involved in teaching part of the programme
N/A

Programme overview

This is a one year level 3 programme at Goldsmiths. Successful students who achieve an overall average mark of 60% are able to progress to year 1 (level 4) of the three-year BA (Hons) Media & Communications.

By bringing together media practice and communications theory, this foundation course covers a broad spectrum of critical perspectives on the media, and introduces a range of contemporary media practices

Programme entry requirements

As part of Goldsmiths commitment to widening participation, there are no formal entry requirements. However if the candidates first language is not English we ask for 6.0 IELTS. Selected candidates are interviewed on the strength of the personal statement, reference and any existing qualifications.

Aims of the programme

The educational aims of this programme are informed by Goldsmiths' focus on 'the study of creative, cultural and social processes' and its approach to combining 'theory and practice'. It has been planned enthusiastically endorsing the College's commitment to broadening access to higher education, thereby offering an educational opportunity, specifically in the media, to men and women of all ages, social backgrounds and ethnic origin.

The main purpose of the programme is to offer an exciting, challenging scheme of study that provides students with a sound intellectual and creative foundation to develop their work at undergraduate level.

The programme aims to:

- introduce you to the scope and complexity of the study of media and communications

- provide you with a knowledge of theoretical and creative approaches to media and communications
- develop skills relevant to pursuing further academic study in the study of media and communications
- provide a supportive learning environment which responds to the needs of people returning to study
- encourage lifelong learning through the acquisition and development of independent learning styles.

What you will be expected to achieve

By the end of the programme you will be expected to have acquired knowledge and understanding of:

Knowledge and Understanding		Taught by the following modules
A1	theories of society, culture and communication drawing from sociological and cultural disciplinary traditions	An Introduction to Media and Cultural Theory throughout the programme
A2	the historical development of the media's relationship to democracy	An Introduction to Media and Cultural Theory - Sessions 1 and 2 Media & Society
A3	media ownership and control	An Introduction to Media and Cultural Theory - Sessions 3, 4, 6 Marx, The Frankfurt School, Gramsci
A4	media in their information and journalistic role	An Introduction to Media and Cultural Theory - Session 11, 16, Moral Panics and the media, Internet and new media
A5	media audiences	An Introduction to Media and Cultural Theory, Sessions 5 - Uses and Gratifications theory
A6	representational power	An Introduction to Media and Cultural Theory, Sessions 12,13,14 - Subcultures, Gender, Race & Ethnicity
A7	the formation of cultural studies as a university discipline	An Introduction to Media and Cultural Theory - Session7 Raymond Williams, Richard Hoggart the formation of cultural studies as a university discipline
A8	semiotics and reading visual images	An Introduction to Media and Cultural Theory, Sessions 8,9 Barthes and semiotics
A9	ways of seeing	An Introduction to Media and Cultural Theory, Session 10, Introduction to media arts
A10	An understanding and creative ability to create a portfolio of practical media	TV, Radio, Animation, Photography

Cognitive and Thinking Skills		Taught by the following modules
B1	research issues and debates from a range of sources	An Introduction to Media and Cultural Theory
B2	analyse and evaluate different views and debates within the field	An Introduction to Media and Cultural Theory - Seminars
B3	deploy textual analysis.	An Introduction to Media and Cultural Theory - Seminars

Subject Specific Skills and Professional Behaviours and Attitudes		Taught by the following modules
C1	the confidence to work independently to deadline	5 day modules in each practice area:

	in the preparation and production of media projects and research and writing of academic work	photography, animation, television, radio
C2	technical skill in the initiation, research, development and realisation of media projects	5 day modules in each practice area: photography, animation, television, radio
C3	the confidence, knowledge and skills to work independently and to deadline in the preparation and production of media material and the research and writing of academic work.	Study Skills, Theory sessions, Practical workshops, one to one tutorials

Transferable Skills		Taught by the following modules
D1	effective written skills in the formulation, structuring and presentation of clear arguments	Study Skills classes
D2	an ability to work with others in critical discussion and in the creative process	Theory seminars and practice workshops
D3	an ability to develop interpersonal skills in the giving and receiving of criticism	One to one tutorials, seminars and practice workshops
D4	an ability to work productively with others in critical thinking and in the creative process	One to one tutorials, practice workshops and feedback
D5	study skills necessary for academic writing.	Study skills taught one session a week throughout two terms

How you will learn

The acquisition of outcomes A1 – A8 is through one weekly lecture and seminar so that knowledge gained through reading and lectures may be reinforced through seminar discussion, screenings and debate. Lectures are intended as an introduction to a topic, highlighting key questions and theorists. Students need to consolidate their lecture notes by their own independent reading and research. Creative ability is acquired through introductory five day courses in each practice module.

Guidance is given on essay writing skills and tutorial support is allocated formally once a week through study skills classes and informally in weekly office hours. The modules require writing of coursework essays so that your progress can be assessed and feedback given.

The acquisition of skills and attributes B1–B3 are achieved by full participation in the structured learning activities and completion of the module and examined work that will involve independent study. Students will receive feedback from tutors throughout the programme in one to one tutorials, seminars and written feedback will be given on submitted coursework.

The acquisition of C1-C3 is through small-group practice based workshops and reinforced through the preparation and production of media projects. You have contact with practice staff and feedback is given throughout the practice learning process.

Assessment of outcomes D1-D5 is by unseen written examination, two examined and media practice production and production essay. Tutorial support is always available to advise students on their progress in both theoretical and practice based activities.

How you will be assessed

All learning skills will be assessed across a range of activities that include:

- I. one unseen examination paper
- II. three coursework essays
- III. a portfolio of practice work together with production essay
- IV. two examined essays

Marking criteria

Mark	Descriptor	Specific Marking Criteria
80-100%	Outstanding/Exceptional	<p>90 - 100% Theory criteria: This range of marks is awarded to a submission which is outstanding on all counts. The submission should demonstrate the candidate's initiative in drawing upon relevant sources outside of reading lists, and in doing so should also indicate a cross-disciplinary understanding of the issues under debate. The submission should incorporate a diverse range of theoretical concepts and indicate a high level of understanding and critical analysis. The response should be extremely well structured and written in consistent academic style, marshalling detailed material and ethnographic evidence. It should generally demonstrate a high degree of insight, and reflexivity. Essays will be thoroughly and correctly referenced, with complete in-text citations and references and/or bibliography.</p> <p>Practice criteria: Work of outstanding overall quality at Foundation Certificate level. It will show the highly effective application of appropriate knowledge and skills and will consist of a sharply original and ambitious project/portfolio which has achieved its goals with an impressive level of technical skill in relation to the experience of the student. It will have been well researched and planned and exhibit a clear critical awareness of the medium. The student has worked to the deadline set.</p> <p>80-89% Theory criteria: This range of marks is awarded to a submission which indicates an advanced grasp of the issue, and a detailed understanding of the subject under review. The response should be extremely well structured and coherent, and written in a fluid style with few or no spelling or grammatical mistakes. It should demonstrate an advanced grasp of diverse range of relevant issues, arguments and theoretical perspectives. The essay should demonstrate a level of independent and critical thinking, as well as use of critical analysis and the development and deployment of arguments, material evidence and ethnographic examples. Essays will also be thoroughly and correctly referenced, with complete in-text citations and references and/or bibliography</p> <p>Practice criteria: is work of excellent overall quality at Foundation Certificate level. It will show the highly effective application of appropriate knowledge and skills and will consist of a distinctly original and ambitious project/portfolio</p>

		<p>which has achieved its goals with a high level of technical skill in relation to the experience of the student. It will have been well researched and planned and exhibit a critical awareness of the medium. The student has worked to the deadline set.</p>
70-79%	Very Good	<p>Theory criteria: This award is assigned to a submission which indicates a mature and accurate grasp of the issue, and a broad understanding of the subject under review. The response should be well structured and coherent, and written in a fluid style. It should be well argued, indicating an understanding of relevant theoretical perspectives and demonstrate use of appropriate, referenced, detailed examples. It will show clear evidence of research/planning. Overall, the essay will be fluently written, with clarity, focus and coherence. It will demonstrate clear evidence of critical argumentation and analysis. Essays will also be thoroughly and correctly referenced with a complete and properly organised bibliography.</p> <p>Practice criteria: Work of very good overall quality at Foundation Certificate level. It will show the effective application of appropriate knowledge and skills and will consist of an original and ambitious project/portfolio which has achieved its goals with a good level of technical skill in relation to the experience of the student. It will have been well researched and planned and exhibit a critical awareness of the medium. The student has worked to the deadline set.</p>
60-69%	Good	<p>Theory criteria: This award is assigned to a submission which is overall a very competent piece of work. The work will focus on the question and provide a clear answer. It will show a good level of knowledge and understanding of relevant module material; and show evidence of a critical engagement with a range of reading. It will demonstrate the ability to use ideas from the reading to support and develop arguments, and use relevant examples. It will make relevant use of both theory and ethnography. The essay will be well written, detailed and provide relevant examples. It will demonstrate identification and grasp of appropriate concepts and theories. It will show evidence of research/planning and demonstrate a logical and coherent argument. The essay should also demonstrate the ability to develop the writer's own thoughts and arguments, and should contain little or no material that is irrelevant to the subject under discussion. It will demonstrate selective use of research material, and be referenced with a complete and properly organised bibliography.</p> <p>Practice criteria: Work that overall achieves a good standard. It will demonstrate overall the effective application of appropriate</p>

		<p>knowledge and skills. The work will have achieved the majority of its goals and will show a degree of originality and ambition with a good level of technical competence in relation to the experience of the student. It will show evidence of research and planning and demonstrate a critical awareness of the medium. The student has worked to the deadline set.</p>
50-59%	Pass	<p>Theory criteria: A pass mark is awarded to a satisfactory piece of work that addresses and remains focused on the question posed. It will demonstrate that relevant basic reference texts and module materials have been read and understood. It will make use of ethnographic examples. It will be reasonably well structured and coherently presented. It will have at least a partial/complete bibliography and in-text citations. It will show some evidence of research/planning and there should be some coherence and substance to the argument. At the lower end of the grade range essays may be too descriptive or generalised, be lacking in a clear analysis, or indicate a lack of personal engagement with the issue at hand. They may also show limited knowledge and understanding of module materials, lack relevant ethnographic examples, may be weakly structured, poorly argued or analysed, and demonstrate little originality or ambition, but will show some evidence of reading and comprehension. Essays at the lower range of the scale may also be poorly presented, have inadequate in-text citations and references and/or bibliography, or demonstrate poor research or planning skills.</p> <p>Practice criteria: Work of a satisfactory standard. It will demonstrate an overall satisfactory application of knowledge and skills. It will show degrees of originality and ambition and the achievement of its primary goals. Technically it will be competent in quality and with successful structure. It will be based on a degree of research and planning and exhibit some critical awareness of the medium. The student has worked to the deadline set.</p>
31-49%	Fail	<p>Theory Criteria: This mark is assigned to submissions with little content or evidence of reading relevant literature. The topic of the question may not be addressed at all or the submission fails to answer or understand the question set. Essays may be short, irrelevant material may be included and the candidate may rely on personal opinion. An overall argument may be absent. The essay may be short and thin, scrambled, in bullet points or outline, demonstrating little knowledge of the subject matter. What is written may have little connection to the subject under discussion, and may contain factual errors. At the higher end of the marking range, submissions may be entirely descriptive and lacking in analytical skills, display</p>

		<p>weak writing and be missing in-text citations, references and/or bibliography. The technical standard, content and structure may be weak. There will be little or no evidence of research/planning nor critical awareness.</p> <p>Practice criteria: Work of an overall unsatisfactory standard. Little ambition and originality is demonstrated. It is likely that its goals will not have been achieved to a satisfactory extent and its level of technical competence will range from adequate to poor with a weak structure. It will show evidence of a lack of research and planning and indicate little understanding of its medium. The student might not have met the deadline set.</p>
16-30%	Bad Fail	<p>Theory criteria: This mark is assigned to submissions that suggest some rudimentary understanding of the issues concerned. Essays or portfolios are likely to provide no evidence that the candidate would have been able to answer the question better with more time or through a different form of assessment. They may have virtually no content or essay structure and lacking in supporting ethnographic data; they are difficult to follow and/or incoherent.</p> <p>Practice criteria:</p>
1-15%	Very bad fail	<p>A submission that is not a complete script or portfolio or not deemed to be a legitimate submission to pass in any way whatsoever. The submission may be so short as to not qualify as an argument; it may contain just a few sentences, and these may be wholly irrelevant.</p>
0%	Non submission or plagiarised	<p>This mark is assigned either as a consequence of a failure to submit or to a partially or wholly plagiarised submission.</p>

How the programme is structured

The programme is available for full study over one year, in which you take modules to the value of 120 CATS. Students must successfully pass all modules to gain the Foundation Certificate in Media & Communications. The modules are composed of 60 CATS in media theory and 60 CATS in media practice.

To gain 60 CATS in media theory, the student's mark in the two examined essays are added to the marks given for two examination question marks and an average mark is awarded. The pass mark is 50% and above. However an average mark of 60% or above is necessary for progression to BA Media and Communications.

In media practice students are not only assessed on their creative ability and their contribution to teamwork but also on their attendance and their ability to work to deadline. Each of the practice areas is assessed at 15 CATS. Students must complete a media production for each 15 CATS module accompanied by production notes. The pass mark is 50% and above. However an average mark of 60% or above is necessary to progress to BA Media and Communications.

Academic Year of Study 1

Module Title	Module Code	Credits	Level	Module Status	Term
Media Theory	MC50004D	60	3	Core	1-2
Photography	MC50006A	15	3	Core	2

TV & Video	MC50007A	15	3	Core	1
Radio	MC50008A	15	3	Core	1
Video Animation	MC50009A	15	3	Core	2

Academic support

Goldsmiths is committed to equality of opportunity and access, and to ensuring that students are not disadvantaged because of specific learning difficulties or disability.

The programme is designed to be as accessible as possible to all students. Support for specific learning needs, (those related to dyslexia, for example) is available from the Learning Support Unit.

Study Skills classes are scheduled throughout the programme in addition to that available on learn.gold, the College Virtual Learning Environment, which is available to all students online, on and off campus. There are one to one tutorials available throughout the three terms. The third term is devoted to revision sessions before the unseen examination.

We ensure that all students are provided with a student handbook / study guide at the start of the programme, which outlines the curriculum, provides a reading list and provides information on the assessed elements. This is available in large print if required.

You will also be introduced at the start of the programme to the library and study facilities available.

Links with employers, placement opportunities and career prospects

The programme is intended to lead directly into Level 4 of the BA in Media and Communications. Each year graduating students from the BA find work in the fields of media, the leisure industry and the cultural and heritage sector.

The requirements of a Goldsmiths degree

Goldsmiths Certificate or Diploma:

In order to qualify for the award of a Certificate or Diploma of Goldsmiths College a candidate must have pursued the programme of study approved by the College, satisfied the programme regulations and fulfilled the following requirements: Satisfactory attendance and performance throughout the programme.

Achievement of the required standard in the examinations and other forms of assessment prescribed for the award of the Certificate or Diploma.

A programme of study must, unless special exemption is obtained from the Student Services Office, or unless the programme regulations deem otherwise, be continuously pursued. Every period of absence exceeding one week must be notified to the Student Services Office and must normally be supported by a medical certificate or other independent evidence acceptable to the College.

A department may, at its discretion, grant an interruption of a programme of study to a candidate on grounds of illness or other adequate cause for a maximum period of two years in total. Interruptions in excess of two years shall be permitted only with the approval of the Learning and Teaching Quality Committee.

The date of award of the Certificate or Diploma shall be laid down in the programme regulations. An alphabetical list of candidates who have satisfied the examiners shall be published on or before that date.

The above information is intended as a guide. For further information, please refer to the Regulations for Undergraduate Students, which may be found here: www.gold.ac.uk/governance/studentregulations/

Programme-specific rules and facts

In order to progress automatically to the second year of the programme (Level 1) students must:

- I. pass all modules (i.e. achieve a mark of 50% in each) and
- II. achieve a mean average mark of at least 60% in media theory and 60% in media practice. The Examination Board may exercise discretion in allowing progression if a student:
- III. has passed all modules (i.e. achieved a mark of 50% in each) and
- IV. has achieved a mean average mark of at least 58% overall, but less than 60% and
- V. has presented evidence of mitigation to the Examination Board which is deemed acceptable.

Marks obtained in the first year of the programme (Level 3/Year 0) will not count towards the final degree classification.

Programme costs

General Costs

In addition to your tuition fees, you will be responsible for meeting standard costs associated with your study. Find out more information here: <https://www.gold.ac.uk/programme-costs>

How teaching quality will be monitored

Goldsmiths employs a number of methods to ensure and enhance the quality of learning and teaching on its programmes.

Programmes and modules must be formally approved against national standards and are monitored throughout the year in departmental staff / student forums and through the completion of module evaluation questionnaires. Every programme also has at least one External Examiner who produces an annual report which comments on the standards of awards and student achievement.

This output is considered with other relevant data in the process of Annual Programme Review, to which all programmes are subject, and which aims to identify both good practice and issues which require resolution.

Every six years all programmes within a department are also subject to a broader periodic review. This aims to ensure that they remain current, that the procedures to maintain the standards of the awards are working effectively and the quality of the learning opportunities and information provided to students and applicants is appropriate.

Detailed information on all of these procedures are published on the webpages of the Quality Office (<http://www.gold.ac.uk/quality/>).