

BA (Hons) Media and English

Programme Specification

Awarding Institution: University of London (Interim Exit Awards made by Goldsmiths' College) Teaching Institution: Goldsmiths, University of London Final Award: BA (Hons) Media and English **Programme Name:** BA (Hons) Media and English Total credit value for programme: 360 credits Name of Interim Exit Award(s): Certificate of Higher Education in Media and English Diploma of Higher Education in Media and English Duration of Programme: 3 years full-time UCAS Code(s): PQ33 HECoS Code(s): (100444) Media and Communications Studies 50% (100320) English Studies 50% **QAA Benchmark Group:** Communication, Media, Film and Cultural Studies, English FHEQ Level of Award: Level 6 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: English and Creative Writing

Programme overview

This degree programme allows you to explore critical perspectives in literature and media alongside each other while developing your skills in creative writing (script and short story) and editing.

Why study BA Media & English at Goldsmiths?

The Department of Media, Communications and Cultural Studies (MCCS) which hosts the programme has been ranked 2nd in the UK for 'world-leading or internationally excellent'



research (Research Excellence Framework, 2021) and 11th in the world (2nd in the UK) in the 2023 QS World Rankings for communication and media studies.

The degree will stimulate and develop your critical faculties and at the same time help you improve as a creative writer in film, TV, radio, podcasting, print and digital platforms. You'll be taught be leading scholars and researchers in Media and Communications studies and English and Creative Writing. You'll take creative writing modules (one per year) that are taught by working screenwriters, fiction writers, radio dramatists and editors, develop script and prose editorial skills and will produce a portfolio of creative writing project work.

Central to the programme's pedagogical ethos is the synthesis of critical reflection and cultural creation. This is apparent not only in terms of our teaching and assessment balance, but in our shared commitment to encouraging critically engaged, transformative knowledge production. Theory and practice modules are taught alongside each other in the curriculum, and students are encouraged to reflect on the ways that theory has informed the concept, development and creation of their projects. Our emphasis on critical thinking and combined programme of study will also prepare you for postgraduate education in practice or theory subjects.

The host department, MCCS, provides personal tutoring that is consistent, equitable, structured and proactively supportive of students' academic progression. The Department is also committed to the College's 'Liberate My Degree' strategy and is determined to develop a diverse and inclusive curriculum that incorporates the interests and concerns of a diverse student body.

A copy of our teaching code of practice (produced by ARC) is available on all programme and module VLE pages; we believe that an open, supportive environment, based on care, trust and communication is one of our best defences against discrimination in our teaching and learning environments.

Programme entry requirements

A-level: BBB BTEC: DDM IB: 33 points Access: Pass with 45 Level 3 credits including 30 Distinctions and a number of merits/passes in subject-specific modules. Grade B in A-level English Literature (or Language and Literature) required; A-level General Studies is not accepted.



Programme learning outcomes

A typical candidate, who completes 120 credits (normally after one year of study, in situations in which a student cannot complete the BA) to complete the Certificate of Higher Education in Media and English will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate a critical understanding of theories of society, culture and communication, drawing from different disciplinary traditions.	Key Debates in Media Studies
A2	Articulate an understanding of the distinctiveness of specific media genres, with basic skills of textual analysis.	Film and the Audio-Visual: Theory and Analysis
A3	Identify different conceptual approaches to the study of verbal and visual cultures.	Film and the Audio-Visual: Theory and Analysis; Explorations in Literature
A4	Structure coherent arguments about methods, concepts and appropriate terminologies in the study of literature.	Explorations in Literature, Approaches to the Text
A5	Demonstrate an understanding of structural, rhetorical and linguistic strategies in literature.	Explorations in Literature, Approaches to the Text
A6	Share foundational conceptual and technical knowledge in the planning, structuring and production of written media creative writing work.	Film and the Audio-Visual: Theory and Analysis
A7	Apply key conventions and aesthetic and critical issues relevant to media production in the area of creative writing (script and short story) that will both enable you to be constructively critical of media products and inform your own practice.	Creative Writing

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Demonstrate a basic ability to develop	Key Debates in Media Studies, Film
	fresh perceptions and evaluations of	and the Audio-Visual: Theory and
	literary language, media concepts and	Analysis, Film and the Audio-Visual:
	creative writing and development issues.	Theory and Analysis, Explorations in
		Literature, Approaches to the Text
B2	Work independently to evaluate a range	Film and the Audio-Visual: Theory
	of approaches to creative writing.	and Analysis
B3	Assimilate and evaluate alternative	Key Debates in Media Studies , Film
	perspectives.	and the Audio-Visual: Theory and
		Analysis, Creative Writing,
		Explorations in Literature,
		Approaches to the Text
B4	Formulate coherent interpretations and	Key Debates in Media Studies, Film
	arguments at a foundational level.	and the Audio-Visual: Theory and
		Analysis, Creative Writing,
		Explorations in Literature,
		Approaches to the Text

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Situate your own identity within a broader	Explorations in Literature;
	cultural and institutional framework	Approaches to the Text; Key Debates
		in Media Studies
C2	Develop a range of methodological skills	Key Debates in Media Studies, Film
	in your research of issues and debates.	and the Audio-Visual: Theory and
		Analysis, Creative Writing,
		Explorations in Literature,
		Approaches to the Text
C3	Identify, organize and communicate	Creative Writing
	creative ideas with an interrelated set of	
	foundational professional skills in the	
	production of creative writing projects.	
C4	Deploy basic textual analysis in the	Film and the Audio-Visual: Theory
	understanding of creative texts.	and Analysis; Creative Writing
C5	Acquire conceptual and technical skills in	Creative Writing
	the initiation, research, development and	
	realization of original creative writing	

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Code	Learning outcome	Taught by the following module(s)
	projects.	
C6	Demonstrate a range of foundational	Creative Writing
	problem solving and editorial skills.	

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Utilise a range of communication and discursive skills in written and oral contexts.	Key Debates in Media Studies, Film and the Audio-Visual: Theory and Analysis, Creative Writing, Explorations in Literature, Approaches to the Text
D2	Give and receive criticism that reveals evidence of professionalism and collegiality.	Creative Writing
D3	Demonstrate some evidence of open- mindedness and capacity for independent judgement.	Creative Writing
D4	Manage your own learning, including working effectively to deadlines.	Key Debates in Media Studies, Film and the Audio-Visual: Theory and Analysis, Creative Writing, Explorations in Literature, Approaches to the Text
D5	Display the confidence and competence to work independently and to deadline in the preparation, management and production of creative writing projects.	Creative Writing

A typical candidate, who completes 240 credits (normally after two years of study, in situations in which a student cannot complete the BA) to complete the Diploma of Higher Education in Media and English will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Acquire new competencies in relation to	All level 5 ECW option modules
	methods, concepts and appropriate	
	terminologies in the study of literature.	
A2	Critically understand principles of	All level 5 ECW option modules
	structural, rhetorical and linguistic	

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Code	Learning outcome	Taught by the following module(s)
	strategies in literature.	
A3	Deploy key techniques of conceptual and technical knowledge in the planning, structuring and production of creative writing work.	Creative Writing
A4	Demonstrate knowledge of key conventions and aesthetic and critical issues relevant to media production in the area of creative writing (script and short story) that will both enable you to be constructively critical of media products and inform your own practice.	Creative Writing
A5	Initiate critical analysis of a wide range of media and cultural texts and debates.	All level 5 MCCS option modules

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Initiate critical analysis of literary	All level 5 ECW option modules
	language and creative writing.	
B2	Work independently to assimilate and	Creative Writing
	experiment with a range of approaches to	
	creative writing.	
B3	Assimilate and evaluate alternative	All level 5 MCCS option modules
	perspectives on media and cultural theory	
	throughout written work.	
B4	Deploy key techniques of dramatic	Creative Writing
	narrative writing through the development	
	and refinement of two original creative	
	works.	
B5	Acquire new competencies in	Creative Writing
	understanding how to analyse the	
	dramatic qualities of media content	

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Utilise a range of methodological skills in	All level 5 option modules
	your research of issues and debates from	
	diverse sources.	

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Code	Learning outcome	Taught by the following module(s)
C2	Identify, organize and communicate	Creative Writing
	creative ideas with an interrelated set of	
	intermediate professional skills in the	
	production of creative writing projects.	
С	Deploy textual analysis in the critical	Creative Writing
	understanding of creative texts.	
C4	Demonstrate intermediate levels of	Creative Writing
	conceptual and technical skills in the	
	initiation, research, development and	
	realization of original creative writing	
	projects.	
C5	Exercise decision making in relation to	Creative Writing
	problem solving and editorial skills.	

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Use appropriate methodological skills to contribute to academic debates on	All level 5 option modules
	creative writing.	
D2	Demonstrate maturity, professionalism and collegiality in the giving and receiving of criticism.	Creative Writing
D3	Deploy a range of strategies that show a capacity for open-mindedness and independent judgement.	Creative Writing
D4	Propose solutions to problems in order to work effectively and to deadline.	Creative Writing
D5	Display the confidence and competence to work independently, flexibly and responsibly in the preparation, management and production of creative writing projects.	Creative Writing



At the end of the three-year programme, a typical candidate who completes all 360 credits to complete the BA in Media and English will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Systematically understand key methods, concepts and appropriate terminologies in the study of literature.	All level 6 ECW option modules
A2	Realise an advanced understanding of structural, rhetorical and linguistic strategies in literature.	All level 6 ECW option modules
A3	Initiate projects that require conceptual and technical knowledge in the planning, structuring and production of creative writing work.	Creative Writing
A4	Apply advanced levels of knowledge of the key conventions and aesthetic and critical issues relevant to media production in the area of creative writing (script and short story) that will both enable you to be constructively critical of media products and inform your own practice.	Creative Writing
A5	Articulate an understanding of the distinctiveness of specific media genres, with the requisite skills of textual reading	All level 6 MCCS option modules
A6	Critically evaluate a range of structural, rhetorical and linguistic strategies in literature.	All level 6 ECW option modules

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Critically evaluate a wide range of	All level 6 ECW option modules
	approaches to literary language and creative writing.	
B2	Work independently to assimilate and	Creative Writing
	experiment with a diverse range of	
	approaches to creative writing.	
B3	Assimilate and evaluate a wide range of	All level 6 option modules

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Code	Learning outcome	Taught by the following module(s)
	alternative perspectives throughout	
	written work.	
B4	Demonstrate an advanced understanding of narrative techniques and storytelling formats through the creation of original	Creative Writing
B5	prose. Critically analyse and evaluate the	Creative Writing, all level 6 option
	assumptions, arguments and intellectual	modules
	paradigms of dominant and marginalized	
	approaches within creative writing	

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Utilise a wide range of methodological skills in your research of complex issues and debates that emanate diverse sources.	All level 6 modules
C2	Identify, organize and communicate creative ideas with an interrelated set of advanced professional skills in the production of creative writing projects.	Creative Writing
C3	Deploy advanced levels of textual analysis in the critical understanding of creative texts.	Creative Writing
C4	Demonstrate advanced levels of conceptual and technical skills in the initiation, research, development and realization of original creative writing projects that seek to be original and to maximise the potential of a medium to engage an audience.	Creative Writing
C5	Consolidate a very wide range of problem solving and editorial skills in relation to your own written work.	Creative Writing



Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Broaden your understanding of complex communication and discursive skills in written and oral contexts.	All level 6 option modules
D2	Demonstrate maturity, professionalism, self-reflexivity and collegiality in the giving and receiving of criticism.	Creative Writing
D3	Systematically utilize critical forms ofopen-mindedness and independent judgement in relation to your own creative work.	Creative Writing
D4	Consolidate your own learning journey by working effectively to deadlines and problem-solving in relation to complex critical processes.	Creative Writing, all level 6 option modules
D5	Systematically comprehend key features of the media marketplace and the significance of entrepreneurial skills.	Creative Writing
D6	Enhance your ability to work independently, responsibly, flexibly and to deadline in the preparation, management and production of creative writing projects.	Creative Writing



Grading Criteria

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		outcomes.
		Creative Writing project
		Work that demonstrates the very effective application of appropriate knowledge, understandings and skills specified in the module learning outcomes. It will consist of an original and ambitious project together with other assignments and will have achieved its goals with a good to high level of technical competence in relation to the experience of the student. It will be informed both by the strength of its original idea(s) and an appropriate and distinctive structure. It will have been well researched/planned and exhibit a highly developed critical awareness of the medium and of issues such as audience and representation.
60-69%	2.1: Upper	Examination, essay and portfolio
	Second (Very good)	A mark in this range represents the overall achievement of the module and programme learning outcomes to a very good level. Written work in this range is characterised by lucid and analytical discussion showing clear understanding of some of the issues raised by the question, and making aptly selective use of module text(s) and concerns in a firmly structured way to reach well substantiated conclusions in relation to module outcomes. The work will be well articulated and presented to a very good standard of professionalism
		Creative Writing Project
		This will be work that will overall achieves a high standard. It will demonstrate the effective application of appropriate knowledge, understandings and skills specified in the module learning outcomes. The work will have achieved the majority of its goals and will demonstrate a significant degree of originality and ambition with a good level of technical competence in relation to the experience of the student. It will be based on an original idea and will be well-structured. It will show significant evidence of research/planning and demonstrate a critical awareness of the medium and of issues such as audience and representation
50-59%	2.2: Lower	Examination, essay and portfolio
	Second (Good)	A mark in this range represents the overall achievement of the appropriate learning outcomes to a good level. Written work in this range is characterised by recognition of significant implications in the question, and an ability to ground discussion and conclusions in a good range of

primary and (where appropriate) secondary reading; there is evidence of some facility in professional modes of structure, expression and presentation. Creative Writing Project This will be work of an overall satisfactory standard. It will demonstrate an overall satisfactory application of knowledge, understandings and skills specified in the module learning outcomes. It will show degrees of originality and ambition and the achievement of its primary goal(s). Technically it will be competent in quality with a recognisable and successful overall structure. It will be based on a degree of research/planning and exhibit some critical awareness of the medium and of issues such as audience and representation. 40-49% 3rd: Third Examination, essay and portfolio (Pass) A mark in this range represents the overall achievement of the appropriate learning outcomes to a satisfactory level. Written work in this range will usually represent a limited attempt to answer the question, demonstrating a basic familiarity with module text(s) and/or issues, and adequate competence in organisation and expression. Creative Writing Project. The work will be of an overall satisfactory standard although little originality and/or ambition is demonstrated. Technically it will BA (Hons) Media and English - Programme Specification Goldsmiths, University of London 12 Mark Descriptor Specific Marking Criteria be competent in quality with a reasonably successful overall structure and the achievement of its primary goals. It will be based on a degree of research/planning and exhibit some critical awareness of the medium and issues such as audience and representation. 25-39% Fail Examination, essay and portfolio A mark in this range represents the overall failure to achieve the appropriate learning outcomes. An essay may fail on arounds of inadequate relevance to the question: insufficient detail and analysis; lack of evidence of your having studied the work set for the module; incoherent expression and argument. Creative Writing Project A mark in this range represents work which does not achieve a satisfactory standard. There is a lack of originality and/or

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r		ambilian. Technically it above a near level of a second starter
		ambition. Technically it shows a poor level of competence, with inadequate structure and insufficient achievement of its primary goals. Insufficient attention has been paid to research/planning and there's insufficient critical awareness of the medium and issues arising
10-24%	Bad fail	Examination, essay and portfolio
		A mark in this range represents a significant overall failure to achieve the appropriate learning outcomes. Written work shows no evidence of an attempt to address the question. It shall not be deemed a valid attempt and not necessarily required to be re-sat.
		Creative Writing Project
		A mark in this range represents a significant overall failure of the work to achieve the appropriate standard. It shows no evidence of attention to technical competence, structure or achieving primary goals. It is deemed a valid attempt and not necessarily required to be re-sat.
1-9%	Very bad fail	<i>Examination, essay and portfolio</i> A submission that does not even attempt to address the appropriate learning outcomes. Work shall be deemed a non valid attempt and the module must be re-sat.
		<i>Creative Writing Project.</i> A submission that does not even attempt technical competence or achievement of primary goals. Work shall be deemed a non-valid attempt and the module must be re-sat
0%	Non submission or plagiarised	<i>Examination, essay and portfolio, and Creative Writing</i> <i>Project</i> This is a categorical mark for work representing either the failure to submit an assessment, or a mark assigned for a plagiarised assessment.
0%	submission or	must be re-sat. <i>Creative Writing Project.</i> A submission that does not ever attempt technical competence or achievement of primary goals. Work shall be deemed a non-valid attempt and the module must be re-sat <i>Examination, essay and portfolio, and Creative Writing</i> <i>Project</i> This is a categorical mark for work representing e the failure to submit an assessment, or a mark assigned f

Mode of Study

On campus.



Programme structure

Academic year of study 1

Module Name	Module Code	Credits	Level	Module Type	Term
Film and the Audio-Visual: Theory and Analysis	MC51018A	15	4	Compulsory	1
Key Debates in Media Studies	MC51006C	15	4	Compulsory	1
Creative Writing	MC51058A	30	4	Compulsory	2
Explorations in Literature	EN51001A	30	4	Compulsory	1,2
Approaches to Text	EN51002C	30	4	Compulsory	1,2

Academic year of study 2

Module Name	Module Code	Credits	Level	Module Type	Term
Creative Writing	MC52058A	30	5	Compulsory	2
Modules to the value of 30 credits from an annually approved list from the Department of Media Communications, and Cultural Studies. This includes the Goldsmiths Elective and the Goldsmiths Social Change module.	Various	30	5	Optional	1,2
Modules to the value of 60 credits from an annually approved list from the Department of English and Creative Writing. This includes the Goldsmiths Elective and the Goldsmiths Social Change module.	Various	60	5	Compulsory	1, 2

Academic year of study 3

Module Name	Module Code	Credits	Level	Module Type	Term
Creative Writing	MC53058A	30	6	Compulsory	2
Modules to the value of 30 credits from an approved list available from the Media,	Various	60	6	Optional	1, 2



Communications and Cultural Studies Department				
Modules to the value of 60 credits from the approved list of level 6 EN prefixed modules available annually from the Department of English and Creative Writing. You may choose to substitute a dissertation for 30 credits in other modules.	60	6	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

The Department's Work Placements and Internships Manager works closely with the Goldsmiths' Careers Service to organise events and support students to find placements for the Work Placement module, on which enrolment has grown from 30 students (2018) to 120 (2022) across the Department. The Work Placement module is open to all undergraduate students in the Department, including those on joint degrees. Students taking the module complete a ten-day work placement during the Summer term/holiday of their second year, then submit an essay (60%) and a presentation (40%) for assessment during the Autumn term of their third year. Teaching on the module has been expanded to include workshops on CV Writing, Portfolios, Personal Brand, LinkedIn and Speculative Applications. All students taking the module also have an appointment with a CV Checker through the Career Service. Placements providers for Summer 2022 included SWNS, TBI Media, Academy Films, Publicis, The River Group, Rogue Films, TwoFour, Dazed/Nowness. a number of local charities such as 999 Club, Healthwatch Greenwich, Bold Vision and thinktank Common Vision.



Employability and potential career opportunities

The Work Placements and Internships Manage runs the Department's Jobs, Internships and other Career Opportunities VLE page, which provides careers resources and information about job and internship opportunities, employability workshops and careers talks. The department offers a wide programme of industry-focused events for students from masterclasses to Media Forums and these types of events are kept track of and promoted as part of the 'Industry Insights' scheme. In recent years, these have included a Podcasting Networking Event, a workshop on going self-employed by JournoResources, a screening with director Apichatpong Weerasethakul, visiting animation lecturer Isaac Holland and Media Forum on Fighting Racism in the British Media. The Work Placements and internships manager also works closely with the Career Service to promote their core employability offer to students and signpost all the resources available.

Previous students have moved on into a wide range of work scenarios both inside and outside the media. Some of the transferable skills you'll develop during the BA Media & English degree include:

- Critical and analytical thinking
- Communication skills
- Creative writing skills
- Audience understanding
- Proficiency in assessing evidence
- Clear expression of ideas
- Problem solving
- The ability to think creatively

Programme-specific requirements

An A Level in English is expected but this requirement may be waived if you can indicate other relevant experience.

Tuition fee costs

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



Specific programme costs

In addition to general costs such as acquiring a laptop for her personal use, you may be expected to meet some costs which are specifically related to your programme, which are set out below:

If you choose to do a work placement module as one of your option modules you may have to cover your travel costs to the placement. The minimum commitment for placements is 10 working days.