

MA Culture Industry

Programme Specification

Awarding Institution:

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

Teaching Institution: Goldsmiths, University of London

Name of Final Award and Programme Title: MA Culture Industry

Name of Interim Exit Award(s): Not applicable

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

UCAS Code(s): Not applicable

HECoS Code(s): (101233) Cultural Studies

QAA Benchmark Group: Not applicable

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: December 2020

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 aim of this programme is to develop theoretical and practice-based research in the field of the Culture Industry. It aims to both test and expand this significant but as yet under-theorised paradigm.

A crucial element of the programme will be in providing a platform for research into the nature of work in culture industries. Ethnographic accounts of work in culture will be sided with accounts of the formation of work in contemporary societies drawn from social theory. Students will be encouraged to engage with work as a problematic ready for reinvention. As such, this programme will build upon key research internationally associated with Goldsmiths.

Building upon a significant cross-over between theory and practice, this programme will be a key site of knowledge transfer. The programme will engage students in a substantial and critical analysis of what is meant by creativity and its organisation in culture. The developing theories of polycentric creativity and its social, cultural and technical manifestations will provide strong resources here. Questions of cultural policy, drawing upon theories and

practices of institutions, governmentality, and the economy of 'projects' will also provide a key node of activity for the programme. Drawing on the shared root of the word experiment with experience, the programme will also examine and test the relation of culture to processes of subjectivation. Equally, it will draw upon the increasing cross-over with scientific programmes around culture and the question of technical and scientific means for cultural production. As such, this programme does not propose to make cultural studies an agent of economic pragmatism, but to develop an experimental pragmatics of culture.

Programme entry requirements

This Masters programme is aimed at graduates with an interest in working and intervening in the Cultural Industries. Some candidates may come via the traditional academic route, while others will have experience of working within the cultural field in some way prior to undertaking the programme.

Candidates will normally have either an undergraduate degree in the humanities or social sciences or in practice-based fields such as fine art, design or computing. In all cases, applicants will be expected to be interested in and capable of working in interdisciplinary contexts. An upper second class honours degree or its equivalent in a relevant discipline is normally required. In exceptional circumstances, outstanding practitioners or theorists may arrive at the programme via other routes. Non-native speakers of English will normally have to satisfy the University of London requirements of IELTS (6.5). Such students will also be encouraged to use the resources of the English Language Centre.

As part of their application process, within their statement of interest, students will be asked to propose a research topic which might form the core of their work in the Lab and that might likely be developed for their dissertation. This statement would allow students to strategise their work and can be used to connect such students with leading researchers in Goldsmiths, and for the arrangement of placements and field-trips.

Students will be asked to attend for interview where appropriate.

Aims of the programme

The MA Culture Industry establishes an interdisciplinary approach to the production of contemporary culture. Culture is understood as a field, not simply of study, but something that is made and reflexively acted within. Students are introduced to key historical and contemporary theorisations of the field of the Culture Industry.

Work and thinking in culture is increasingly predicated upon interdisciplinarity. In order to bring this to the fore, the programme will emphasise its approach as a place for the bringing

together of practice and theory. But it will also act as a space of learning and research in which people are encouraged to come together from diverse disciplinary backgrounds, not to shed them, but to utilise and expand them in collaboration and in exposure to new practices and thinking. The MA Culture Industry will particularly locate the production of culture within the contexts of digitalisation and of globalisation.

The programme aims specifically:

- To enable students to achieve academic and professional excellence in cultural production
- To develop interdisciplinary capacities in theory and practice
- To understand and critically engage with culture industry in terms of work, experiment, creation and participation
- To engage with the aesthetic, political, social and economic contexts of the Culture Industry
- Through lab-work and through placements, to support students' active production of and critical and speculative reflection on culture
- Through the dissertation, to carry out a significant project of research with relevance to the Culture Industry as studied and practiced in compulsory and option modules and to communicate and critically evaluate the process and results of this project

What you will be expected to achieve

Students who successfully complete the programme will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Show knowledge and ability with the main concepts and methodologies of the study of the culture industry	Compulsory modules
A2	Devise, develop and collaborate on projects that operate in and test the context of the culture industry	Compulsory modules
A3	Understand, make account of, and to be able to work through the ethical dimensions relating to research and practice	Compulsory modules

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Creatively and critically engage with the ongoing determination of the field of study and activity referred to as the culture industry	All programme components
B2	Develop a directed and comprehensive path of work within culture reflecting individual concerns and the complex nature of the field	All programme components
B3	Be able to contextualise theory and, recognising its material differences, engage it in productive tension with different forms of practice	Compulsory modules

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Be able to devise projects and other forms of research that actively work with and test the main concepts and methodologies of the study of the culture industry	Culture Industry Research Lab: Minor Project or Placement
C2	To be able to produce extended written work of a high academic standard	Compulsory modules
C3	Critically understand contemporary approaches to culture and to actively engage within cultural fields in original ways	All programme components

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Develop the ability to work in an interdisciplinary context and to transfer information and collaborative materials from one kind of work to another	Culture Industry Research Lab: Minor Project or Placement
D2	Be able to develop learning strategies for the ongoing acquisition of skills and knowledge	All programme components

Code	Learning outcome	Taught by the following module(s)
D3	Be able to communicate ideas, plans and projects to different kinds of collaborators	Culture Industry Research Lab: Minor Project or Placement
D4	Design, take part in and lead projects within the culture industry and to be able to plan and undertake independent projects	Culture Industry Research Lab: Minor Project or Placement, Culture Industry Dissertation
D5	Work across theory and practice within culture at an advanced level	Compulsory modules

How you will learn

The MA consists of a range of compulsory and option modules and a dissertation. Students are required to accumulate 180 CATS points to graduate - the equivalent of 4 x 30 CATS modules and a dissertation valued at 60 CATS points. In addition to the compulsory modules, students choose options from those offered by the Department of Media, Communications and Cultural Studies, as well as the Anthropology, English, History, Computing, Sociology, Politics and International Relations, and Visual Cultures Departments.

A range of teaching methods is employed to support the learning outcomes detailed above. Students take modules organised around the recognised protocols of lectures and seminars, as well as individual tutorials to discuss written work and general progress, workshops, project work and student presentations.

A strong pathway of placements within the culture industry is integral to the ethos of the programme with students able to take these as a major and / or minor component in the latter part of the module. Throughout the programme students are involved in the development of projects via the use of the Lab facilities. The lab's engagement with the production of culture also involves a 'Learning Plan' component which is aimed at developing and supporting self-sustaining learning practices beyond the period of the module.

Students are encouraged to study independently and to make full use of the extensive libraries available to all University of London students. Students are strongly encouraged to attend the full range of seminars taking place throughout the University of London and beyond. Events of particular interest to this cohort are publicised through the notice board in the department and via an e-mail list.

How you will be assessed

Essays are 5,000-6,000 words. Assessed essays test the ability of the student to sustain a coherent and original argument on the basis of their reading and research throughout the duration of the course. Students are expected to discuss the content of their essay with their module convenor.

Minor Project documentation is 3,000 words; Minor Placement essay is 5,000 words. The production of practical projects will involve the submission of some form of documentation for assessment purposes, and where possible, direct access to the objects, process or events produced. The appropriate form of documentation will depend upon the nature of the project. Well-structured documentation should use media suited to the kinds of information, process, object or event chosen for recording and representation. Such documentation should also develop the cultural qualities and concerns of the research in relation to its formal structure.

Final project options are as follows: Dissertation (10,000 –12,000 words); Major Project (6,000 word essay + documentation); Major Placement (10,000 word essay). The written component of a dissertation develops and assesses the capacity of students to work independently, to define a research problem and design the research and presentation and, where applicable, to collect suitable and reliable data. The dissertation promotes and tests the ability to construct a clear argument on a complex and extensively treated topic. Students are tested for their ability to produce an appropriately scaled initiative in practice-based research.

Marking 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 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

Mark	Descriptor	Specific Marking Criteria
		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. 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.
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.

Mark	Descriptor	Specific Marking Criteria
1-9%	Very bad fail	A submission that does not even attempt to address the specified learning outcomes.
0%	Non submission or plagiarised	A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment.

How the programme is structured

The programme is structured as follows in the tables below.

Part-time candidates will be expected to pass all of their first year curriculum elements before progressing onto the second year. Full-time and second year part-time candidates will normally be required to have passed all written papers before proceeding to their dissertation.

Full-time mode

Module Title	Module Code	Credits	Level	Module Status	Term
Theories of the Culture Industry: Work, Creativity and Precariousness	MC71207A	30	7	Compulsory	1
Practices of the Culture Industry	MC71206A	30	7	Compulsory	2
Option modules(s) from appropriate related fields to the value of 30 CATS	Various	30	7	Compulsory	1-2
Culture Industry Research Lab: Minor Project or Placement	MC71208A	30	7	Compulsory	2
Culture Industry Dissertation	MC71209A	60	7	Compulsory	3

Part-time mode

Academic year of study 1

Module Title	Module Code	Credits	Level	Module Status	Term
Theories of the Culture Industry: Work, Creativity and Precariousness	MC71207A	30	7	Compulsory	1

Module Title	Module Code	Credits	Level	Module Status	Term
Practices of the Culture Industry (or year 2)	MC71206A	30	7	Compulsory	2
Culture Industry Research Lab: Minor Project or Placement	MC71208A	30	7	Compulsory	2

Academic year of study 2

Module Title	Module Code	Credits	Level	Module Status	Term
Practices of the Culture Industry	MC71206A	30	7	Compulsory	1
Option module(s) from appropriate related fields to the value of 30 CATS	Various	30	7	Compulsory	2
Culture Industry Dissertation	MC71209A	60	7	Compulsory	3

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 twice 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 [Academic Skills Centre](#) 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.

Links with employers, placement opportunities and career prospects

Graduates of the MA Culture Industry are expected to be: people enriching ongoing cultural work with a period of focused education; cultural practitioners wanting to expand their understanding of the contexts of cultural production and to use these as the sites of their work; it is also expected that graduates progress into work in cultural policy; in cultural institutions and in independent organisations. It is also expected that the MA acts as a gateway into practice-based and practice-led research and doctoral degrees.

The requirements of a Goldsmiths degree

All taught postgraduate degrees have a minimum total value of 180 credits and involve one calendar year of full-time study. Some programmes may extend over more than one calendar year and, when this is the case, they have a higher total credit value. Programmes are composed of individual modules, each of which has its own credit value. Part-time students normally take modules to the value of 90 credits each year. If a programme has a part-time pathway, the structure will be set out in the section “How the programme is structured” above. Normally, all modules are at level 7 of the Framework for Higher Education Qualifications.

More detailed information about the structure and requirements of a Goldsmiths degree is provided in the [Goldsmiths Qualifications and Credit Framework](#).

Modules

Modules are defined as:

- “Optional” – which can be chosen from a group of modules
- “Compulsory” – which must be taken as part of the degree

Progression

Some programmes may require students to pass specific modules prior to completion of the dissertation/major project (or equivalent). Additionally, where a programme of study extends beyond one calendar year, students may be required to pass specific modules in their first year of study before progressing to the second year. Where this is the case, these requirements will be set out in this Programme Specification.

Award of the degree

In order to graduate, students must successfully complete all modules specified for the programme, as set out within the section “How the programme is structured” above.

Classification

Final degree classification is calculated on the basis of a student’s mean average mark (based on credit value) across all modules on the programme.

Masters degrees are awarded with the following classifications:

Distinction – 70%+

Merit – 60-69%

Pass – 50-59%

More detail on the [calculation of the final classification](#) is on our website.

Interim exit awards

Some programmes incorporate interim exit points of Postgraduate Certificate and/or Postgraduate Diploma, which may be awarded on the successful completion of modules to the minimum value of 60 credits or 120 credits respectively. The awards are made without classification.

When these awards are incorporated within the programme, the relevant learning outcomes and module requirements will be set out within the “What you will be expected to achieve” section above.

The above information is intended as a guide, with more detailed information available in the [Goldsmiths Academic Manual](#).

Programme-specific rules and facts

General programme costs

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

Specific programme costs

Not applicable.

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 are formally approved against national standards and are monitored throughout the year, such as in departmental committees, a variety of student feedback mechanisms and through the completion of module evaluation questionnaires.

Every programme has at least one External Examiner who reviews comments annually on the standards of awards and student achievement. External Examiner(s) attend Boards of Examiners meetings and submit an annual written report.

Modules, programmes and/or departments are also subject to annual and periodic review internally, as well as periodic external scrutiny.

Quality assurance processes aim to ensure Goldsmiths' academic provision remains 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 these procedures are published on the [Quality Office web pages](#).