

Degree of Master of Arts in Cross Cultural Communication and Media Studies

Code: 4070

Notes:

- (i) *These programme regulations should be read in conjunction with the University's Masters Progress Regulations and Examination Conventions.*
- (ii) *A core module is a module which a student must pass, and in which a fail mark may neither be carried nor compensated; such modules are designated by the board of studies as essential for progression to a further stage of the programme or for study in a further module.*
- (iii) *A compulsory module is a module which a student must take.*
- (iv) *All modules are offered subject to the constraints of the timetable and to any restrictions on the number of students who may be taught on a particular module.*
- (v) *Not all modules may be offered in all years and they are listed subject to availability.*

1. Programme structure

- (a) The programme is available for study in both full-time and part-time modes.
- (b) The period of study for full-time mode shall be 1 year starting in September. The period of study for part-time mode shall normally be 2 years starting in September. The part time mode will be agreed in consultation with the Degree Programme Director.
- (c) The programme comprises modules to a credit value of 120 credits of taught modules and a 60 credit Research Portfolio. The choice of optional modules is subject to the approval of the Degree Programme Director.
- (d) All candidates shall take the following 100 credits of compulsory modules:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Core
CCC8026	Research Portfolio	60			60	M	Yes
CCC8057	Media Analysis	20	20			M	No
CCC8086	Language & Cross Cultural Communication	20	20			M	Yes

- (e) All candidates shall take further optional **Language & Communication** modules to a value of 40 credits from the following:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Core
CCC8001	Social Psychology of Communication	20	20			M	
CCC8015	Sociolinguistics	20		20		M	
CCC8087	English in the World: Global and Cross-Cultural Issues surrounding English as a Lingua Franca	20	20			M	
CCC8088	Culture, Interculturality and	20		20		M	

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With the approval of the Degree Programme Director and depending upon the academic background of the candidate alternative optional modules to those listed above may be selected.

(f) All candidates shall take further optional **Media** modules to a value of 40 credits from the following:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Core</i>
COM8001	PR in the Digital Age	20		20		M	
COM8010	Communication & Culture: Global Media	20		20		M	
COM8059	Media and Law	20		20		M	
COM8060	Strategies & Management in PR	20	20			M	
COM8061	Prof. Sub Editing	20		20		M	
COM8063	Advertising & Consumption	20		20		M	
COM8067	Television Studies	20	20			M	
COM8069	MMJ Principles & Practice	20	10	10		M	
COM8070	Building a PR Campaign	20	20			M	
COM8071	Sex, Sexuality & Desire	20	20			M	
COM8073	Communication, Emotion & Psychoanalysis	20		20		M	
COM8077	Visual Culture	20	20			M	
COM8078	Globalisation & Culture	20	20			M	
COM8163	News & Journalism: Critical Studies	20	20			M	
COM8164	Public Affairs & Social Responsibility	20		20		M	

2. Assessment methods

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

3. Entry Requirements

A candidate must either be a graduate of this or another approved University or awarding body with a 2nd class or above degree; or hold another qualification approved by the Graduate School of the Faculty of Humanities and Social Sciences as equivalent to a degree of a University in the UK. Preferred subjects include Media Studies, Sociology, Communication Studies, TESOL, Translation, Psychology, Social Psychology and Cross Cultural Communication.

Candidates whose first language is not English have to satisfy the University's language requirements. Candidates must have IELTS overall 6.5 with at least 6.0 for the written component. Candidates with IELTS 6.0, or with IELTS 6.5 but with a writing score lower than 6.0 will be issued with a conditional offer on successful completion of the Pre-sessional English Language Training programme.