

## Masters of Arts in Media & Public Relations

**Code:** 4076F/P

*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.*

### 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 programme comprises modules to a credit value of 180.
- (c) All candidates shall take the following compulsory modules:

| <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>Type</i> |
|-------------|---|----------------------|----------------------|----------------------|----------------------|--------------|-------------|
| COM8057     | Media Analysis                                      | 20                   | 20                   |                      |                      | M            |             |
| COM8058     | Methodologies: Researching Media, Culture & Society | 20                   |                      | 20                   |                      | M            |             |
| COM8060     | Strategies & Management in PR                       | 20                   | 20                   |                      |                      | M            |             |
| COM8164     | Public Affairs & Social Responsibility              | 20                   |                      | 20                   |                      | M            |             |
| COM8199     | Dissertation for MA Media & Public Relations        | 60                   |                      |                      | 60                   | M            |             |

- (d) All candidates shall take further optional 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>Type</i> |
|-------------|---------------------------|----------------------|----------------------|----------------------|----------------------|--------------|-------------|
| COM8001     | PR in the Digital Age     | 20                   |                      | 20                   |                      | M            |             |
| COM8059     | Media and Law             | 20                   | 20                   |                      |                      | M            |             |
| COM8061     | Professional Sub-editing  | 20                   |                      | 20                   |                      | M            |             |
| COM8063     | Advertising & Consumption | 20                   |                      | 20                   |                      | M            |             |

|         |   |    |    |    |  |   |  |
|---------|---|----|----|----|--|---|--|
| COM8067 | Television Studies                          | 20 | 20 |    |  | M |  |
| COM8069 | Multimedia Journalism 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                           | 20 |    | 20 |  | M |  |

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 up to 20 credits

### Year 1 (Part-time)

(a) Candidates shall take the following compulsory modules:

| <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>Type</i> |
|-------------|---|----------------------|----------------------|----------------------|----------------------|--------------|-------------|
| COM8057     | Media Analysis                                      | 20                   | 20                   |                      |                      | M            |             |
| COM8058     | Methodologies: Researching Media, Culture & Society | 20                   |                      | 20                   |                      | M            |             |
| COM8060     | Strategies & Management in PR                       | 20                   | 20                   |                      |                      | M            |             |
| COM8164     | Public Affairs & Social Responsibility              | 20                   |                      | 20                   |                      | M            |             |

### Year 2 (Part-time)

(a) Candidates shall take the following compulsory modules:

| <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>Type</i> |
|-------------|--|----------------------|----------------------|----------------------|----------------------|--------------|-------------|
| COM8199     | Dissertation for MA Media & Public Relations | 60                   |                      |                      | 60                   | M            |             |

(b) Candidates shall take further optional 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>Type</i> |
|-------------|---|----------------------|----------------------|----------------------|----------------------|--------------|-------------|
| COM8001     | PR in the Digital Age                       | 20                   |                      | 20                   |                      | M            |             |
| COM8059     | Media and Law                               | 20                   | 20                   |                      |                      | M            |             |
| COM8061     | Professional Sub-editing                    | 20                   |                      | 20                   |                      | M            |             |
| COM8063     | Advertising & Consumption                   | 20                   |                      | 20                   |                      | M            |             |
| COM8067     | Television Studies                          | 20                   | 20                   |                      |                      | M            |             |
| COM8069     | Multimedia Journalism 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                           | 20                   |                      | 20                   |                      | M            |             |

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 up to 20 credits

## **2. Assessment methods**

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