

### Programme Specification

1	<b>Awarding body</b>	University of London				
2	<b>Teaching Institution</b>	<b>Birkbeck College</b>				
3	<b>Programme Title(s)</b>	<b>BA Digital Culture and Media</b> <b>BA Digital Culture and Media with Foundation Year</b>				
4	<b>Programme Code(s)</b>	UUBADIGM_C (3 years full-time) UBADIGME_C (4 years part-time) UUBFDIGM_C (4 years full-time with Foundation Year) UBFDIGME_C (6 years part-time with Foundation Year)				
5	<b>UCAS code</b>	1F29/ 1F30 (with Foundation Year)				
6	<b>Home Department</b>	Film, Media and Cultural Studies				
7	<b>Exit Award(s)</b>	Cert HE, Dip HE				
8	<b>Duration of Study (number of years)</b>	3 years full-time, 4 years part-time; 4 years full-time with Foundation Year, 6 years part-time with Foundation Year.				
9	<b>Mode of Study</b>	FT	X	PT	X	DL
10	<b>Level of Award (FHEQ)</b>	6				
11	<b>Other teaching depts or institution</b>	N/A				
12	<b>Professional, Statutory Regulatory Body(PSRB) details</b>	N/A				
13	<a href="#"><u>QAA Benchmark Statement</u></a>	Communication, media, film and cultural studies				

14	<b>Programme Rationale &amp; Aims</b>
	<p>For Foundation Year aims, see Foundation Year programme specification.</p> <p>The BA Digital Culture and Media aims to help students develop a sophisticated understanding of emerging digital technologies, and their impacts on contemporary media and culture. It prepares them with both the outlook and means to become an independent thinker that can navigate the rapid shifts taking place in the media and creative industries today. During this course students will be challenged, not only to think about digital culture and media but to also think through these topics by engaging directly with digital and traditional media forms.</p> <p>The BA Digital Culture and Media gives important insight into the world where new media permeate almost every aspect of our lives. Students will explore some of the most recent topics in digital culture and media, from mobile technologies and artificial intelligence to social media influencers and algorithmic bias. These topics will frequently be put into a longer historical context, enabling students to find out how the media forms we use and depend on today have been made possible. This course is an opportunity to learn about cutting-edge academic perspectives, while also developing skills and knowledge in applied media practice. The course will involve not only critical reading of academic literature on</p>

	<p>digital culture and media, but practice-led activities, projects and experimentation. It will help develop a broad and highly transferable understanding of digital culture and media suited to the world we live in today.</p> <p>The programme is based within Film, Media and Cultural Studies, a research-intensive Department at Birkbeck that has an extensive portfolio of internationally respected courses engaging with the latest ideas and techniques in media and cultural theory, arts policy and management, film and television studies, journalism, creative marketing and digital culture. Here students learn from both leading academic researchers in the field alongside experienced industry practitioners. They are taught in Birkbeck’s small, highly interactive evening classes, one to three nights a week, between October and early July. It offers the chance to meet students from different walks of life who bring interesting professional working experiences and cultural and educational backgrounds.</p> <p>Students on this degree are encouraged to take full advantage of our central London location, which offers a huge diversity of media-related events including public debates, exhibitions, conferences, screenings and film festivals, not to mention a host of media and cultural institutions, from the Design Museum to the BBC to the British Film Institute. Closer to home, at Birkbeck’s Bloomsbury campus, there are facilities such as the award-winning Birkbeck Cinema, computer labs equipped with video editing, print layout and web design software packages, and the Peltz Gallery, a versatile exhibition and event space at the heart of Birkbeck's School of Arts.</p> <p>Our graduates go on to a range of careers. Some work directly in the media or the wider creative industries, for example in digital design and management, film and television, news media, online publishing, magazines, trade publications and public relations. Others deploy their transferable skills and knowledge in other fields, such as cultural and educational institutions, public policy or professional communications. We also provide first-rate preparation for those students interested in postgraduate academic study.</p>
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15	<p><b>Entry Criteria</b></p> <p>For Foundation Year, see Foundation Year programme specification</p> <p>The normal entry requirement is 112-128 UCAS tariff points although we may waive these formal entry requirements and make our own assessment of your skills and knowledge as presented in your application, and sometimes in an interview.</p> <p>All applicants must address in their personal statement why they wish to undertake a BA Digital Culture and Media degree at Birkbeck. Statements may also highlight any relevant past experiences in areas such as digital media, cultural institutions or creative production.</p>
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16	<p><b>Learning Outcomes</b></p> <p>For Foundation Year, see Foundation Year programme specification</p> <p><b>Knowledge and Understanding</b></p>
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	<ol style="list-style-type: none"> <li>1. Awareness of the principal academic theories and approaches in relation to digital culture and media</li> <li>2. Awareness of the history of digital culture and media in terms of their technologies, genres, professions, institutions and audiences</li> <li>3. Awareness of the key debates and issues surrounding contemporary digital culture and media</li> <li>4. Familiarity with a range of digital media genres, applications, platforms and services</li> <li>5. Ability to interpret, analyse and critique digital culture and media through: its organisations, and their economic, cultural and historical definition; its different international contexts; its semiotic and aesthetic conditions of knowledge production; and its rapidly changing technological environments</li> </ol> <p><b>Intellectual</b></p> <ol style="list-style-type: none"> <li>6. Ability to understand and critique theoretical arguments</li> <li>7. Ability to apply abstract theoretical principles to practical, contemporary contexts</li> <li>8. Ability to distinguish and critically compare genres, technologies, disciplines and discourses</li> <li>9. Ability to engage in reflexive analysis</li> <li>10. Ability to distil key principles from large bodies of academic work</li> <li>11. Ability to gather data and evidence and develop arguments on this basis</li> <li>12. Ability to communicate ideas in different formats, genres and perspectives</li> <li>13. Ability to plan own learning</li> </ol> <p><b>Practical</b></p> <ol style="list-style-type: none"> <li>14. Skill in communicating ideas in different forms and for different audiences</li> <li>15. Ability to write clearly and concisely in scholarly form</li> <li>16. Ability to form and sustain professional relationships with colleagues and contacts</li> <li>17. Ability to negotiate and interact effectively with media and cultural institutions</li> <li>18. Ability to analyse effectiveness of own work</li> <li>19. For some students, proficiency in content creation and publishing in selected digital/media forms, genres and platforms, potentially including online publications, mobile apps, user-generated content, social media platforms, web layout and design, podcasts and/or digital video.</li> </ol> <p><b>Transferable Skills</b></p> <ol style="list-style-type: none"> <li>20. Ability to communicate effectively in different contexts and with different people</li> <li>21. Interpersonal skills such as group participation, constructive criticism, professional collaboration, self-reflection</li> <li>22. Ability to take responsibility for own learning and time management</li> <li>23. Ability to work to deadlines and under pressure</li> </ol>
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17	<p><b>Learning, teaching and assessment methods</b></p> <p>For Foundation Year, see Foundation Year programme specification</p> <p><b>Learning and Teaching Methods</b></p> <ul style="list-style-type: none"> <li>• <b>Combined lecture-seminars:</b> The presentation of subject knowledge related to the fields of digital culture and media is reinforced by frequent interactive discussions. This is tailored to our diverse student body, whose varied life experiences and cultural backgrounds is strong resource in the learning process.</li> </ul>
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	<ul style="list-style-type: none"> <li>• <b>Small group work</b> encourages you to focus on tasks in an interactive, supportive environment, as well as to develop creative, analytical, communicative and interpersonal skills.</li> <li>• <b>Discussion groups</b> are designed to develop your skills in critique, analysis and communication.</li> <li>• <b>Tutorials</b> on a one-to-one basis help you develop an ability to convey ideas verbally, and to engage in the construction of arguments through interaction with others.</li> <li>• <b>Creative workshops</b> are designed to combine the generation of creative ideas with practical, critical and interpersonal skills.</li> <li>• <b>Practical demonstrations, training and experimentation</b> across multiple media forms, devices and platforms not only provides you with the essential portfolio of skills needed for contemporary media and creative work, but also alternative ways of conceptualising digital culture and media from critical points of view.</li> <li>• <b>Guest lectures and media-related tours</b> acquaint you with the professional worlds of digital culture and media, helping to demystify their structures, demands, limitations and possibilities.</li> <li>• <b>Online platforms</b> augment core face-to-face learning, providing you opportunities to access materials at your own pace, carry on interactions with other students through alternative mediums, and gain valuable skills in web-based interaction and ideas-generation (e.g. through wikis, blogs, tweets, podcasts, discussion forums)</li> </ul> <p><b>Assessment Methods</b></p> <ul style="list-style-type: none"> <li>• Module learning is assessed via <b>coursework</b>, with reference to the undergraduate marking criteria established by the Department of Film, Media and Cultural Studies, as well as specific assessment criteria. Scholarly essays are used across many academic modules, although the assessment expectations for essays evolve on a progressive basis as you advance through the degree. At Level 4, essays are designed to assess descriptive and comparative skills. At Level 5, essays assess contextualisation and application of abstract theories to practical issues and examples. At Level 6 essay assessment emphasises the originality of arguments and engagement with contemporary academic discourse. Aside from essays, modules employ a range of alternative and creative assessments, such as writing exercises, audio-visual presentations, digital media designs and applications, conceptual representations and online or mobile diaries.</li> <li>• <b>Feedback</b> is a critical aspect built into our teaching and assessment. All class tutors give written feedback on coursework. In addition, all BA students are entitled to two 30-minute tutorials per full module in which you may obtain further (oral) feedback. For practical modules this feedback may include assessment of a student’s development according to the professional standards of the relevant area of media practice.</li> </ul>
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18	<p><b>Programme Description</b></p> <p>For Foundation Year, see Foundation Year programme specification</p> <p>The BA programme consists overall of 12 modules of 30 credits each, for a total of 360 credits. The modules are divided into three levels. Students will normally take four modules at Level 4, four modules at Level 5, and four modules at Level 6.</p> <p>The degree will culminate with a core Final Year Project module, where students</p>
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<p>complete either: an extended piece of supervised research on a topic of your choice (8000 words); or a practice-based project which combines a well-defined media practice component with a 4000 word critical practice essay.</p> <p>The programme structure, which lists core, compulsory and option modules and the year of study within which they will normally be taken, is provided below. Option modules are drawn from the Department of Film, Media and Cultural Studies.</p> <p>Students may also select options from other programmes at Birkbeck, or select module taken on an intercollegiate basis at another College of the University of London. Programme director approval is required in order to take such modules.</p>
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19	<b>Programme Structure</b>			
<b>Part-time programme – 4 years</b>				
<b>Year 1</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Core
4	ARMC157S4	Introduction to Digital Culture	30	Core
4	ARMC241S4	Doing Film, Media and Cultural Studies	30	Compulsory
<b>Year 2</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
5	ARMC239S5	Thinking Through Digital Media	30	Compulsory
4		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
<b>Year 3</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
5	FFME017S5	Media, Technology and Culture	30	Compulsory
5		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
<b>Year 4</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
6	ARMC265S6	Project BA Digital Culture and Media	30	Core
<b>Full-time programme – 3 years</b>				
<b>Year 1</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Core
4	ARMC157S4	Introduction to Digital Culture	30	Core
4	ARMC241S4	Doing Film, Media and Cultural Studies	30	Compulsory
4		Option (See options list below)	30	Option

<b>Year 2</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
5	FFME017S5	Media, Technology and Culture	30	Compulsory
5	ARMC239S5	Thinking Through Digital Media	30	Compulsory
5		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
<b>Year 3</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
6	ARMC265S6	Project BA Digital Culture and Media	30	Core
<b>Indicative list of Option Modules from the Department of Film, Media and Cultural Studies and the School of Arts</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
4	FFME002S4	Introduction to Cinema	30	Option
4	FFME007S4	Journalism in British Life	30	Option
4	FFME031S4	Introduction to Public Relations and Digital Marketing	30	Option
4	FFME005S4	Television: History and Future	30	Option
4	ARMC119S4	Creative Organisations	30	Option
5	ARMC252S5	Digital Media Design and Development	30	Option
5	ARMC253S5	Social Media for Creative Practitioners	30	Option
5	FFME063S5	Documentary	30	Option
5	FFME013S5	Journalism and Politics	30	Option
5	ARMC145S5	Popular Culture in Japan and East Asia	30	Option
5	ARMC125S5	Researching Arts and Media	30	Option
5	ARMC249S5	Curating Culture	30	Option
5	ARMC196S5	Media Law and Regulation	30	Option
6	FFME050S6	Globalisation and Media Cultures	30	Option
6	ARMC187S6	Manga and Anime	30	Option
6	ARMC173S6	Media, Digitalisation and the City	30	Option
6	ARMC235S6	Advanced Skills in Digital and Networked Communication	30	Option
6	FFME090S6	Principles of Digital Video and Editing	30	Option
6	ARMC175S6	Principles of Layout and Design	30	Option
6	ARMC230S6	Memory, Media and Digital culture	30	Option

**Status\***

*CORE – Module must be taken and passed by student*

*COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board*

*OPTIONAL – Student can choose to take this module*

Year of entry: 2021/22



<sup>20</sup>	<b>Programme Director</b>	Dr Scott Rodgers
<sup>21</sup>	<b>Start Date (<i>term/year</i>)</b>	Autumn Term 2015
<sup>22</sup>	<b>Date approved by Education Committee</b>	Summer 2014
<sup>23</sup>	<b>Date approved by Academic Board</b>	Summer 2014
<sup>24</sup>	<b>Date(s) updated/amended</b>	19 June 2019

(Note: this programme was formerly titled BA Media and Culture)