

School of Humanities

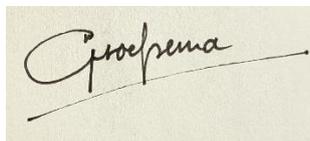
Title of Programme: Mass Communications (INTI Subang)

Programme Code: HUISJMCS

Programme Specification

This programme specification is relevant to students entering:
25 September 2017

Associate Dean of School (Academic Quality Assurance):
Marjolein Groefsema

A handwritten signature in black ink on a light-colored background. The signature is cursive and reads 'Groefsema'.

Signature

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification BA (Hons) Mass Communications

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	INTI Subang
University/partner campuses	INTI Subang, Malaysia
Programme accredited by	University of Hertfordshire
Final Award	BA Hons
All Final Award titles	Mass Communications The above title may also be the following:
FHEQ level of award	6
UCAS code(s)	N/A
Language of Delivery	English

A. Programme Rationale

Mass Communications is a growing area in South East Asia and there is demand for professional media graduates. The University of Hertfordshire is considered to be the leading player in the education sector in the region working with INTI College as a collaborative partner.

This franchise Programme is designed to recruit students who are interested in the way that Media Communications are becoming increasingly central to our everyday lives, and their intersection with the social, political and commercial spheres is of growing significance to our globalising world. The Programme seeks to prepare students for integration into the media industry, now one of the most dynamic sectors in the global employment market, academia or civil society. The Mass Communications BA draws on major schools and thinkers within the Humanities and Social Sciences, and equips students with critical theoretical and practical tools. Through the Mass Communications Programme, students will engage with some of the key debates relating to global and local media, and will consider the relationship between media organisations and contemporary society. However, it is primarily the media publishing focus that gives this programme a contemporary edge and will appeal to students who wish to work in the media industry.

This programme offers students a combination of vocational and theoretical skills to enable them to work in the creative media industries. This programme will give students hands on experience of working in the media industry and by the end of the course they will have develop a portfolio of work to show an prospective employer.

Professional practice is highly valued and graduates will have an understanding of professional practice including the ethical, regulatory and social responsibility of their role as a media practitioner.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- provide students with a structured sequence of modules through which they can develop their knowledge and understanding of topics in Mass Communications that will enable them to acquire an understanding of complex bodies of knowledge in these disciplines, together with the development of analytical techniques and problem-solving skills, the abilities to evaluate evidence, arguments and assumptions and to reach sound judgments and to communicate effectively;
- provide opportunities for students to acquire general transferable skills which are of relevance to a wide range of careers;
- create a supportive, academic and pastoral framework for students on the Programme.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Communication, Media, Film and Cultural Studies (2016) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1- a broad range of concepts, principles, theoretical and technical approaches to media and cultural forms at national and or international level.</p> <p>A2- the role of emergent technology in terms of media production, content manipulation, distribution, access and use;</p> <p>A3- An in-depth range of media texts and how they are applied in an academic and or professional context;</p> <p>A4- the legal, ethical and regulatory frameworks that affect cultural production, manipulation, distribution, circulation and consumption of media;</p> <p>A5- the cultural, ideological and/or historical elements of a range of media texts;</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, seminars, workshops, tutorials together with guided learning.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/ learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>Online directed learning could include watching videos, podcasts, online software tutorials, quizzes and participating in discussion groups</p>	<p>Knowledge and understanding are assessed through a range of coursework, including essays, comparative analyses, reports, reflective essays, media production, group projects and in-class presentations</p>
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1- produce work showing capability in production technologies and communication structures for professional writing.</p>	<p>Intellectual skills are developed through lectures, seminars, class exercises, in-class analysis of model examples, video tutorials,</p>	<p>Intellectual skills are assessed through coursework. B2, B3, B5 are assessed by essays reflective</p>

<p>B2- evaluate, analyse, interpret and critically engage with a range of media texts;</p> <p>B3- carry out various forms of research appropriate to the subject and develop sustained independent enquiry;</p> <p>B4- consider the legal and ethical issues and processes in the relevant subject areas.</p> <p>B5- consider and evaluate their own work in a reflexive manner with reference to academic and professional issues, debates and conventions.</p>	<p>and the development of coursework projects</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p> <p>We include peer to peer learning using online directed tasks encouraging students to contribute to online discussions, blogs, wikis podcasts to negotiate and consolidate learning.</p>	<p>evaluations, reports, presentations and case studies.</p> <p>B1,B4, are assessed through the development of media products and simulated work-based assignments e.g. news articles or features, websites etc.</p>
<p><u>Practical skills</u></p>	<p><u>Teaching and learning methods</u></p>	<p><u>Assessment strategy</u></p>
<p>C1- communicate ideas, principles, theories and information effectively by oral and/or written and/or visual means with reference to academic and/or professional practice;</p> <p>C2- have respect for the points of view of others;</p> <p>C3- demonstrate knowledge of the legal and ethical frameworks;</p> <p>C4- demonstrate research skills: the ability to extract, organize and selectively deploy relevant information;</p> <p>C5- produce work which demonstrates an understanding of digital media, communication structures, audiences and registers;</p>	<p>Practical skills C1-C5 are developed through workshops and coursework assessments.</p> <p>Online directed learning could include taking part in online discussions, blogs, wikis or watching videos on You Tube, or podcasts.</p>	<p>Practical skills are assessed by a range of assignments and projects built into the curriculum, e.g. group projects essays and practical assignments (such as the creation of media products) and group projects</p>
<p><u>Transferable skills</u></p>	<p><u>Teaching and learning methods</u></p>	<p><u>Assessment strategy</u></p>

<p>D1- take responsibility for their own learning; D2- work independently or in a group; D3- manage time and/or people and resources effectively by drawing on planning, organizational and project management skills. D4- use a range of information communication technology skills from basic competences such as word processing to more complex ones as appropriate to the media field; D5- produce work which is informed by, and contextualised within relevant theoretical issues or debates.</p>	<p>Transferable skills are developed through coursework and individual and group projects</p> <p>Directed independent study could include meeting with peers to prepare presentation or group work project eg video production.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum - coursework and presentations and practical projects</p>
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D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in in full-time (3 years) mode, and leads to the award of a BA with Honours in Mass Communications.

Entry is normally at Level 4 (with A- level or equivalent qualifications), but is possible at Level 5 with suitable qualifications as detailed in section F. Intake is normally in January, April & August.

Professional and Statutory Regulatory Bodies

N/A

Work-Based Learning, including Sandwich Programmes

N/A

Erasmus Exchange programme

N/A

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study Full Time for the structure being outlined. The programme has three semesters per level and there will be three intakes a year, 'semester' in the table below does not map onto the notion of semester at the UH home programme.

Entry point Semester A

Level 4

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
<i>Introduction to Media Communications</i>	4FHE1131	15	English	0	70	30	ABC
Media and Society	4FHE1132	15	English	0	100	0	ABC
Graphics for the web	4FHE1130	15	English	0	100	0	ABC
Web Animation	4FHE1129	15	English	0	100	0	ABC
<i>Introduction to Journalism</i>	4FHE1133	15	English	0	100	0	ABC
<i>Introduction to Film Criticism*</i>	4FHE1136	15	English	0	100	0	ABC
<i>Journalism, Law and Ethics</i>	4FHE1134	15	English	50	50	0	ABC
<i>Introduction to Film Theory</i>	4FHE1135	15	English	60	40	0	ABC

* These modules must be taken first when starting the degree because they are introductory and students will require foundation knowledge and understanding see DMD for pre-requisites.

Progression to level 5 requires a minimum of 90 credits and normally passes in 120 credits at Level 4.

Level 5

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
<i>Research Methods in Media Communications</i>	5FHE1151	15	English	0	100	0	ABC
<i>Journalism Skills: Features</i>	5FHE1148	15	English	0	100	0	ABC
<i>Journalism Skills: New</i>	5FHE1147	15	English	0	100	0	ABC
<i>Magazine Design</i>	5FHE1144	15	English	0	100	0	ABC
<i>Video Feature</i>	5FHE1145	15	English	0	100	0	ABC
<i>Film Production</i>	5FHE1149	15	English	0	100	0	ABC
<i>Media in an International Context</i>	5FHE1146	15	English	0	100	0	ABC

Optional Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<i>European Film and Television Style</i>	5FHE1150	15	English	0	70	30	ABC
<i>Radio Journalism</i>	5FHE1160	15	English	0	70	30	ABC

Progression to level 6 normally requires a minimum of 90 credits and normally passes in 120 credits at Level 5.

Level 6

Compulsory Modules

Module Titles

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<i>Digital Media</i>	6FHE1166	15	English	0	100	0	ABC
<i>Campaigns & Careers</i>	6FHE1171	15	English	0	70	30	ABC
<i>Journalism, Government and the People</i>	6FHE1169	15	English	0	100	0	ABC
<i>Online Journalism</i>	6FHE1168	15	English	0	100	0	A/B
<i>Media Project</i>	6FHE1170	30	English	0	100	0	A/B

Optional Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<i>Television Drama</i>	6FHE1174	15	English	0	70	30	ABC
<i>Film in the Global Age</i>	6FHE1173	15	English	0	80	20	ABC
<i>Corporate Communications</i>	6FHE1172	15	English	0	100	0	ABC
<i>Advertising</i>	6FHE1167	15	English	0	70	30	ABC

The award of an Honours degree requires 360 credit points passed including compensatory credits passed with a minimum of a least 120 at Level 6.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Mass Communications	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
BA	Mass Communications	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	All programme learning outcomes (see Table 2)

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- None

Further points of clarification and interpretation relevant to this specific programme are given below:

- Progression from one Level to the next depends on meeting the pre-requisite requirements: students must normally have 30 credits in a subject area at the lower Level before progressing to study of that subject at the higher Level.
- The Programme normally requires students to exit the Programme should they be awarded 45 credits grades of FNFA at any level.

In addition to the above, programmes at INTI are in compliance with Malaysia's Ministry of Education's regulations, Malaysian Qualification Framework (MQF), and the Malaysian Qualification Agency's (MQA) requirements.

The following are MOE, MQF, and MQA requirements which students must comply with to graduate:

- Attempt and pass minimum 5 General Study subjects into a bachelor's degree programme; known as *Mata Pelajaran Umum (MPU)*;
- Complete 120 (Malaysian) credits to graduate.

INTI Modules Module Title	Module Code	INTI Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
English for Mass Communication 1 ¹	INTI	4	English	50	50	0	ABC
English for Mass Communication 2 ¹	INTI	4	English	50	50	0	ABC
E-Portfolio and Employer Relations	INTI	2	English	0	100	0	ABC
Malaysian General Studies U1	INTI	3	English	30	70	0	ABC
Malaysian General Studies U1	INTI	3	English	30	70	0	ABC
Malaysian General Studies U2	INTI	3	English	30	70	0	ABC
Malaysian General Studies U3	INTI	3	English	30	70	0	ABC
Malaysian General Studies U4	INTI	2	English	30	70	0	ABC

- ¹These English modules are offered to Year 1 students who enrol from April 2017 onwards.

INTI's Regulations and Requirements

- INTI operates a strict attendance requirement policy where students have to achieve a minimum class attendance in order to attempt the final examination or final assessments.
- Students have to pass English Mass Communication 1 to progress to Level 5 and English Mass Communication 2 to progress to Level 6.
 - a) Exemptions granted to direct entry students shall be kept to a maximum of 30% of the total credit hours and no exemption shall be granted for Level 6 modules.

E. Management of Programme & Support for student learning.

Management

The programme is managed by:

- The Dean, School of Business
- Head of Programme who is responsible for the day to day management and advise students as a whole
- Programme Officer who will assist the Head of Programme in the management of the programme
- Link Tutor, based at UH, to provide support and facilitate communication between UH and INTI
- A programme committee

Support

Students are supported by:

- Director of Programmes, University of Hertfordshire.
- A Dean of School (Subang) or Head of School at the respective campus
- A Head of Programme (HoP) to manage the programme and support students' learning such as coordinating study plans, managing academic progression, and providing academic counselling.
- UH Link Tutor.
- A Programme Committee, the membership of which includes the Link Tutors, Heads of Programme, Lecturers, Programme Officers and Students
- An extensive Learning Resources Centre, incorporating a library and computer centre.
- A team of Academic Support Tutors.
- A Teaching & Learning Department/Unit (Subang)
- An International Students Centre.
- Campus Counselling Centre. (Subang)
- The Students' Body – INTIMA.
- A Careers Service for all current students and graduates.
- StudyNet, a versatile on-line interactive intranet and learning environment.
- Black Board, a versatile on-line interactive intranet and learning environment.
- UH Club and student representatives.
- Student Feedback Scheme (all campuses) and Student Helpdesk (Subang).
- Student Services Department

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Student Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how

universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students' learning experience, and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA's report can be accessed at: <http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXy0nE>

G. Entry requirements

As the programme is delivered in Malaysia, the profile of the applicants will differ in terms of origin from those who would in the main apply directly to UH. Hence, entry qualifications will relate to the markets from which INTI will be recruiting their students and include an English language qualification e.g. 1119 or a GCSE in English Language or IELTS of 6.5. The list below is an example of the types of entry qualification required:

To join this programme, the student is normally expected to have one of the following qualifications:

Academic Requirements:

- i) A-levels: with a minimum of 2 full passes totalling 80 UCAS points (200 to 2016) **OR**
- ii) STPM: with a minimum of two passes at minimum Grade C+ (GP 2.33) **OR**
- iii) Unified Examination Certificate (UEC): minimum 5Bs including English **OR**
- iv) Foundation/ Pre University Programme/ Matriculation: with CGPA 2.0 **OR**
- v) SAM/ Australian Matriculation: Pass 5 subjects with minimum aggregate TIER 65%, a pass in English **OR**
- vi) MUFY: Pass with average 65% of 4 subjects and a pass in English **OR**
- vii) NSW(HSC): Minimum 10 units with ATAR 65, no subjects below 50 **OR**
- viii) International Baccalaureate (IB) Diploma: Pass IB with minimum 24 points with at least 4 points for SL English **OR**
- ix) CPU/Ontario Secondary Diploma: Pass minimum 6 Year 12 passes with an average of 65% and pass in English and Mathematics at Grade 12 **OR**
- x) Diploma: in related field minimum of CGPA of 2.0; **OR**
- xi) ADTP: Pass with CGPA 2.0 (2 years)

English Language Requirements:

- i) MUET 4.0 **or**
- ii) IELTS 6.5 (no less than 5.5 for any band) **or** TOEFL 580 / IBT 92 **or**
- iii) SPM English Grade C **or**
- iv) success in the INTI English Placement Test and/or successful completion of the LEP (Laureate English Programme) LEP106 with a grade B **or**
- v) an equivalent level of English Language.

Entry with Accredited Prior Learning (APL)

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

For the purpose of entry to this programme for students on the related INTI diploma programme, the following specific arrangements apply:

Students who have successfully completed the INTI Diploma or its equivalent and have **achieved an overall CGPA of 2.0 and above** may apply to enter the programme with module to module credit transfer. INTI's credit transfer policies and best practices apply.

All applications for APL will be considered by the INTI's Centre for University of Hertfordshire Programmes Student Portfolio Review Committee (SPRC) and the Link Tutor on a case by case basis.

If you would like this information in an alternative format please contact:
Andy Penn, School Administration Manager, A.Penn@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

Media and Publishing

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																			
		Knowledge & Understanding					Intellectual Skills				Practical Skills					Transferable Skills					
		Module Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Level 4	Introduction to Media Communications	4FHE1131	x		x		x	x		x		x	x	x			x	x	x	x	x
	Media and Society	4FHE1132	x		x		x	x		x		x	x	x			x	x	x	x	x
	Graphics for the web	4FHE1130	x	x		x			x		x	x	x	x			x	x	x	x	x
	Web Animation	4FHE1129	x	x		x			x		x	x	x	x			x	x	x	x	x
	Introduction to Journalism	4FHE1133	x	x	x	x	x		x		x	x	x	x			x	x	x	x	x
	Journalism, Law and Ethics	4FHE1134	x	x	x	x	x		x		x	x	x	x			x	x	x	x	x
	Introduction to Film Criticism	4FHE1136			x		x		x	x	x	x	x				x	x	x	x	x
	Introduction to Film Theory	4FHE1135			x	x	x		x	x	x	x	x	x			x	x	x	x	x
Level 5	The Publishing Industry		x		x		x	x		x		x	x	x			x	x	x	x	x
	Research methods in Media Communications	5FHE1151	x		x			x	x	x		x	x				x	x	x	x	x
	Journalism Skills: News	5FHE1147	x		x			x	x	x		x	x	x	x	x		x	x	x	
	Journalism Skills: Features	5FHE1148	x		x			x	x	x	x	x	x	x	x	x		x	x	x	
	Film Production	5FHE1149			x			x	x	x	x	x	x	x	x	x	x	x			x
	Video Feature	5FHE1145		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Magazine Design	5FHE1144	x	x		x		x	x	x	x	x	x	x			x	x	x	x	x
Optional	Radio Journalism	5FHE1160		x	x	x			x	x	x	x	x	x		x	x	x	x		
	European Film and Television Style	5FHE1150																			
Level 6	Campaigns and Careers	6FHE1171	x	x	x		x		x	x		x	x			x	x		x	x	x
	Corporate Communications	6FHE1172	x	x	x		x	x	x	x		x	x	x		x	x		x	x	x

Digital Media	6FHE1166	x	x	x		x	x		x		x	x	x	x	x						
Media Project	6FHE1170	x	x	x	x			x		x		x	x				x	x	x	x	X
Film in a Global Age	6FHE1173	x	x	x		x		x	x		x	x		x			x	x	x		x
Advertising	6FHE1167	x	x	x		x	x	x	x	x	x	x	x	x	x		x	x	x	x	x
Journalism, Government and the People	6FHE1169	x	x	x			x		x	x	x		x	x				x	x	x	x
Television Drama	6FHE1174	x	x	x		x		x	x		x	x		x			x	x	x		x
Online Journalism	6FHE1168	x	x	x	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x

Knowledge and Understanding

- A1 Demonstrate knowledge and understanding of at least one major theories of communication
- A2- Demonstrate knowledge and understanding of the general concepts, principles and practices within multimedia and web-based publishing;
- A3 Demonstrate knowledge and understanding of the role of communication systems, modes of representation and systems of meaning in the structuring of society
- A4 Demonstrate knowledge and understanding of the principles of storytelling with video or animation, use of technology to be creative; role of narrative; copyright and libel;
- A5 Demonstrate knowledge and understanding of the structure of the media in specific national contexts and its relation to the history and structure of political and economic institutions within that context;
- A6 Demonstrate knowledge and understanding of the audio and/or visual conventions through which sounds, images and words make meaning
- A7 Demonstrate knowledge and understanding of new and emergent media forms and their relation to both their social context and to earlier forms

Intellectual Skills

- B1 engage critically with major thinkers, debates and intellectual paradigms within media studies.

Practical Skills

- C1 construct coherent arguments;
- C2 Communicate effectively in writing or still image or video or animation or a combination of these;
- C3 Demonstrate a working knowledge of selected publishing software packages;

Transferable Skills

- D1 Communicate effectively in writing, image and/or presentation;
- D2 Integrate critical or theoretical resources into their own argument or product
- D3 Work independently or in a group showing abilities at different times to listen and contribute
- D4 Take responsibility for their own learning

B2 Evaluate a media product on the basis of the broad principles of the appropriate media layout or narrative structure;

B3 understand forms of media as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change..

B4 Critically evaluate a paper-based document or e-publication in terms of its readership, information design, typography and aesthetic layout;.

B5 produce work involving problem identification, analysis and design within an appropriate legal and ethical framework

D5 Manage time and resources effectively by drawing on planning, organizational and project management skills

Section 2

Programme management

Relevant QAA subject benchmarking statements

Type of programme

Date of validation/last periodic review

Date of production/ last revision of PS

Relevant to level/cohort

Administrative School

Communication, Media, Film and Cultural Studies 2008

Undergraduate

February 17

February 2017

All students entering September 2017

School of Humanities

Table 3 Course structure

Course details					
Course code		Course description			JACS
HUISJMCS		Mass Communications			P900
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
MCSISJA1F	A	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time
MCSISJA2F	A	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time
MCSISJA3F	A	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time
MCSISJB1F-1	B	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time
MCSISJB1F-2	B	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time
MCSISJB2F-1	B	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time
MCSISJB2F-2	B	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time
MCSISJB3F-1	B	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time
MCSISJB3F-2	B	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time
MCSISJC1F-1	C	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time
MCSISJC1F-2	C	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time
MCSISJC2F-1	C	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time

MCSISJC2F -2	C	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time
MCSISJC3F -1	C	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time
MCSISJC3F -2	C	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time