

PROGRAMME SPECIFICATION

This document describes the **Master of Arts and Postgraduate Diploma in International Broadcasting**. This specification is valid for new entrants from **September 2012**.

The aims of the programme are:

- to provide a comprehensive understanding of broadcasting practices around the world, primarily for students intending to work in new or rapidly expanding broadcasting markets;
- to provide a systematic understanding of the contemporary structures of broadcasting around the world;
- to provide an advanced understanding of the differing principles of broadcast organisation that have been developed in a variety of social and political contexts, and for broadcast media including radio, television and the internet;
- to provide a deep understanding of the major genres of television and of television aesthetics;
- to develop a thorough understanding of the methodologies of textual study through the study in depth of one UK-made TV drama series;
- to develop a comprehensive understanding of production practices and technologies employed within the broadcasting context of the UK;
- to develop a critical discrimination that is informed by an understanding of cultural differences;
- to introduce students to the techniques of video production;
- to enable each student to complete a short factual production of their own devising to a standard equivalent to that prevailing in the UK radio or television industry for such material;
- to provide the critical attitudes, systematic understandings and skills in self-organisation and co-operation with others that will enable students from a range of relevant first degrees to embark on a career in a developing broadcasting industry.

The programme will recruit students with a variety of first degrees who wish to find employment in broadcasting in those markets which are or are likely to experience rapid expansion over the coming years. The course will be delivered over one year of full-time study (52 weeks) or two years of part-time study (104 weeks) and assumes that students will be resident in the UK for this period. As the programme assumes no prior familiarity with the diversity of broadcasting practices around the world, it includes some elements which are introductory.

The first two terms are spent in academic study involving some fieldwork to study a UK drama series in production. The summer terms are taken up by the preparation for and the production of the short video film, which comprises the bulk of the dissertation phase. On successful completion of the programme a student should have an understanding of the area of the MA at a level appropriate for a postgraduate qualification. A student will also have acquired the knowledge and skills to enable them to work in one of the expanding broadcasting markets of the world.

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This document provides a summary of the main features of the programme(s), and of the outcomes which a student might reasonably be expected to achieve if full advantage is taken of the learning opportunities provided. Further information is contained in the College prospectus, the College Regulations and in various handbooks issued to students upon arrival. Whilst Royal Holloway keeps all its information for prospective applicants and students under review, programmes and the availability of individual courses are necessarily subject to change at any time, and prospective applicants are therefore advised to seek confirmation of any factors which might affect their decision to follow a

specific programme. In turn, Royal Holloway will inform applicants and students as soon as is practicable of any substantial changes which might affect their studies.

Learning outcomes

In general terms, the programme provides opportunities for students to develop and demonstrate the following learning outcomes:

Knowledge and understanding

- an advanced knowledge of a variety of broadcasting organisational practices;
- an advanced knowledge of genre and textual practices as they differ across cultures and markets;
- the articulation of knowledge and the understanding of texts, concepts, theories and practices of television broadcasting in the modern world;
- a detailed knowledge of production practices in the UK as evidenced by one particular case;
- an acquisition of knowledge of advanced scholarship in the chosen area of the discipline to a level appropriate for a MA degree.

Skills and other attributes

- the ability to conceptualise and develop a career in broadcasting;
- the skills of self-direction and problem-solving that will enable them to conceive, plan and execute a documentary-style production;
- the ability to understand television productions from a diversity of cultures;
- the skills necessary for the evaluation of productions for their international appeal and sales potential;
- skills of reflection on reading and learning, and skills in information handling and retrieval;*
- the ability to articulate knowledge and the understanding of texts, concepts and theories at an advanced level, demonstrating self-direction and originality;*
- the ability to present logical and coherent written and oral arguments of varying lengths;*
- enhanced interpersonal skills, involving recognising and respecting the viewpoints, and interacting constructively with other people;*
- enhanced time management and organisational skills including working to deadlines, prioritising tasks, organising work-time.*

* transferable skills

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Teaching, learning and assessment

Teaching and learning is mostly by means of lectures, seminar discussions, master classes, oral presentations, critical writing, guided independent research, guided independent study, coursework essays, practical equipment exercises, and a video production project. Learning is conceived as taking place through the co-ordination of insights and methods from the individual units taught in parallel for the first two terms. The two units using predominantly lecture and seminar delivery (Structures of Broadcasting; TV Aesthetics) provide systematic analysis of broadcasting from the point of view of organisation and textual construction. The third unit (Production Study) brings these insights to bear on one particular current TV production which will be examined first in its textual manifestation through seminar screenings, discussions and student presentations, and then in its production manifestation, as an example of complex production organisation and management. This will involve field visits to the production and seminars with production personnel. The final element of the programme consists of a practical work project with associated production study which will detail the aims of the project and evaluate the degree to which they have been realised. Each student will be responsible for their own production, however opportunities may exist for collaborative work within this context.

The basic strategies are to develop the students' understanding of broadcasting in different geographical and cultural contexts, to nurture the interest and enthusiasm of the students for the field, to develop the students' critical and communication skills, to develop critical, research and creative skills and to provide a significant level of production skill. The course is intended as to provide a progressive development of skills in each student towards the goal of attaining Master's level by the end of the course.

Assessment of knowledge and understanding is undertaken through seminar presentations, writing exercises, and coursework essays. For the final course (Production Practice Dissertation), each student will be responsible for their own production and will be assessed on both the level of achievement in that

production and their evaluation of their management of it. Full details of the assessments for individual courses can be obtained from the [Department](#).

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Details of the programme structure(s)

The full-time programme lasts 52 weeks, beginning in September. It has four elements and students are examined in four.

The brief outline of the programme is shown below; however students can obtain further details from the Programme Handbook. Where weightings are indicated in brackets, these refer to weightings within the MA. The programme structure for the PgDip is as below, with the exception that students will not undertake the dissertation. Weightings for courses within the PgDip are proportionate, but exclude the dissertation.

Students must take the following:

- (i) Ma5900: Structures of Broadcasting (25%)
- (ii) MA5901: Television Aesthetics (25%)
- (iii) MA5902: Production Study (25%)
- (iv) MA5903: Production Practice Dissertation (25%)

Part-time programme structure

The part-time programme lasts 104 weeks, beginning in September of year one. Part-time students will normally take elements (i), (ii) in their first year, and elements (iii) and (iv) in their second year.

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Progression and award requirements

Progression throughout the year/s is monitored through performance in oral presentations, contributions to seminar discussion and coursework. To pass the programme a student must achieve an overall weighted average of at least 50.00%, with no mark in any element which counts towards the final assessment falling below 50%. Failure marks between 40-49% can be condoned in courses which do not constitute more than 25% of the final assessment, provided that the overall weighted average is at least 50.00%, but a failure mark (i.e. below 50%) in the dissertation cannot be condoned.

The Masters degree with Merit may be awarded if a student achieves an overall weighted average of 60.00% or above, with no mark in any element which counts towards the final assessment falling below 50%.

The Masters degree with Distinction may be awarded if a student achieves an overall weighted average of 70.00% or above, with no mark in any element which counts towards the final assessment falling below 50%. A Distinction will not normally be awarded if a student re-sits or re-takes any element of the programme. In exceptional circumstances a viva may be held for a student at the request of the Examiners.

The **Postgraduate Diploma** may be awarded if a student achieves an overall weighted average of at least 50.00%, with no mark in any taught element which counts towards the final assessment falling below 50% *and* has either chosen not to proceed to the dissertation, or has failed the dissertation on either the first or second attempt. Failure marks in the region 40-49% are not usually condoned for the award of a Postgraduate Diploma, but if they are, such condoned fails would be in courses which do not constitute more than 25% of the final assessment.

The Postgraduate Diploma with Merit may be awarded if a student achieves an overall weighted average of 60.00% or above, with no mark in any element which counts towards the final assessment falling below 50%.

The Postgraduate Diploma with Distinction may be awarded if a student achieves an overall weighted average of 70.00% or above, with no mark in any element which counts towards the final assessment falling below 50%. A Distinction will not normally be awarded if a student re-sits or re-takes any element of the programme. In exceptional circumstances a viva may be held for a student at the request of the Examiners.

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Student support and guidance

- The Programme Director meets with the students on a regular basis to advise on academic, pastoral and welfare issues. The Programme Director acts as a point of contact for pastoral support and any questions about the programme throughout the year.
- All students are allocated a personal adviser, with whom they meet at least once a term, and more regularly if required, to discuss all matters relating to their programme and for pastoral support.
- Induction programmes for orientation and introduction to the Department and College by the Director of Graduate Studies.
- All staff are available and accessible through an office-hour system.
- Representation on the Student-Staff Committee.
- Detailed MA handbook and course booklets.
- Extensive supporting materials and learning resources in College and University libraries, as well as the Computer Centre.
- Access to the Box of Broadcast streaming site for past British TV broadcasts.
- Open access computers at Egham and at Bedford Square.
- Royal Holloway VPN registration.
- Full use of Media Arts Production facilities at Egham.
- College Careers Service and Departmental Careers Service liaison officer.
- Access to all College and University support services, including Student Counselling Service, Health Centre, Students' Union and the Educational Support Office for students with special needs.

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Admission requirements

Admission to the programme normally requires a First or Upper Second Class Honours Degree or equivalent. Where a student's degree has not required essay writing skills, a demonstration of abilities in this area may be required. However, the Department also has considerable flexibility in its admissions and offers policy and strongly encourages applications from non-standard applicants. Students whose first language is not English will also be asked for a qualification in English Language at an appropriate level. For further details please refer to the [Prospective Students](#) web page. It may also be helpful to contact the [Admissions Office](#) for specific guidance on the entrance requirements for particular programmes.

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Further learning and career opportunities

Graduates from Media Arts MA programmes have successfully progressed into a wide range of professions which include film and television production, development, broadcasting, film finance, literary representation, advertising, marketing and distribution, media law, the public sector, and teaching. The Media Arts department is developing a strong research culture and has a growing number of Practice-based MPhil and PhD students. Further study to research degree level, ultimately leading to a PhD, is therefore one option. For more details on further learning and career opportunities please refer to the [Careers Service](#).

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Indicators of quality and standards

Royal Holloway's position as one of the UK's leading research-intensive institutions was confirmed by the results of the most recent Research Assessment Exercise (RAE 2008) conducted by the Higher Education Funding Council (HEFCE). The new scoring system for the RAE 2008 measures research quality in four categories, with the top score of 4* indicating quality that is world-leading and of the highest standards in terms of originality, significance and rigour. 60% of the College's research profile is rated as world-leading or internationally excellent outperforming the national average of 50%. The College is ranked 16th in the UK for research of 4* standard and 18th for 3* and 4* research. The Department of Media Arts was ranked joint 6th in the top 10 universities in the country in terms of proportion of 3* and 4* research.

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List of programmes with details of awards, teaching arrangements and accreditation

The programmes are taught entirely by staff at Royal Holloway, University of London, and the Masters leads to an award of the University of London. The Postgraduate Diploma leads to an award of Royal Holloway and Bedford New College. Programmes in Media Arts are not subject to accreditation by a professional body. The Banner programme codes are given in parentheses.

Master of Arts in International Broadcasting

MA in International Broadcasting (2506)

Postgraduate Diploma in International Broadcasting

PG Diploma in International Broadcasting (2507)

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