



Media & Communication and Creative Writing  
BA (HONS)

Programme specification

July 2021

## **1. Summary**

### **Awarding body/institution**

Liverpool Hope University

### **Teaching institution**

Spurgeon's College, London

### **Name of the final award**

Bachelor of Arts (Honours)

### **Exit awards**

Bachelor of Arts (Honours) in Media & Communication and Creative Writing

### **Programme title**

Media & Communication and Creative Writing

UCAS code

3L57

### **Subject benchmarks (HECoS Code)**

Media and communication studies (100444)

Creative Writing (100046)

### **Framework for Higher Education Qualifications**

Level 6

### **The role of the programme specification**

This document is conceived as a source of information for current and prospective students seeking an understanding of a programme. It tells students about the aims, intended learning outcomes and structure of the programme, and the means by which the outcomes are achieved. It also sets out what knowledge, understanding and skills students can expect to have acquired when they graduate.

### **Date at which the programme specification was written or revised**

July 2021

### **Further links**

- College website: <https://www.spurgeons.ac.uk>
- VLE: <http://spurgeons.moodle.webanywhere.co.uk/>
- Student handbook available via Moodle
- Liverpool Hope University website: <https://www.hope.ac.uk/>

## 2. Course Aims

The course aims are to provide students with:

Media and Communication:

1. Media and communication specific, and key transferable, skills appropriate to graduate employment and postgraduate study
2. The ability to interrogate and analyse media and communication across a range of forms and industries
3. The ability to use original media applied skills, informed by academic rigour
4. An understanding of the key subject matters underpinning media and communication such as identity, culture, politics, power and capitalism
5. An understanding of the ethical contexts and constraints posed within contemporary spheres of media and communication
6. A sound grasp of the historical development and impact of media industries from their beginnings to the global era

Creative Writing:

1. The chance to experience the joys of crafting the written and spoken word whether they aspire to be poets, novelists, feature/ article writers, biographers, bloggers, or a combination of the above
2. The critical knowledge/skills so they leave the course empowered writers with an enhanced command of their craft(s) along with the skillset to deliver their work to their audience
3. A wide appreciation of forms, genres and application of literary and professional writing – both as a producer and consumer
4. A wide range of transferable skills and the ability to produce engaging, innovative and saleable writing
5. A critical understanding of the theoretical underpinning and challenges of the creative process from conception to delivery
6. A critical appreciation of the professional opportunities available to creative writers

### **3. Learning outcomes**

Media and Communication:

7. Demonstrate an awareness of the historical formation of the media, and its local, national, international and global contexts and interfaces
8. Demonstrate an awareness of the variety of media and communication forms
9. Be working towards the development of analytical and evaluative skills using tutor guidance and feedback

Creative Writing:

1. Demonstrate an understanding of the underlying concepts of creative writing and use this to evaluate, research and construct basic short-form creative writing.
2. Evaluate, research and produce creative writing for a range of media/audiences
3. Demonstrate early development of critical self- and peer- evaluation using tutor guidance and feedback.
4. A practical understanding of movement across form and genre

### **4. Mode of study**

Students will be taught using a blended learning approach. This approach uses a mixture of face to face teaching, distance learning (online) and independent study (e-learning activities and private study).

You will have two teaching sessions per week. One 3hr face-to-face teaching session and one 3 hour online teaching session and four intensive Saturday sessions (face-to-face)

Attendance at all teaching sessions is compulsory and will be monitored. If you do not attend you will be asked to meet with your tutor or the Head of School/Department and should expect to be given additional tasks to make up for the work you have missed.

Teaching sessions are used for delivery of key material which is essential to a knowledge base in the specific subject you are studying. You should expect to be provided with an outline of the lecture on Moodle and to take notes from the material delivered by the lecturer.

Students will also be expected to undertake independent study (approx. 18 hours per week).

### **5. Curriculum**

The curriculum for the Media & Communication and Creative Writing BA (HONS) can be found [here](#)