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**About this guide**
This Course Guide has been designed to help you plan your course. You are encouraged to read this Guide through now. It will be a considerable advantage to you to be familiar from the outset with the various aspects of your studies that are described. It may be that the relevance of some of the sections will not be immediately obvious. Keep it somewhere accessible, so that you can refer to it as needed.

Obviously even in a document like this we have not covered every query and problem that you might have about the course. The Course Guide should be read in conjunction with the Undergraduate Student Guide / Postgraduate Student Guide; the Student Charter; the University’s Policies and Regulations and the University Assessment Handbook documents should provide you with all the basic information that we think you will need for your period of study here.

If you find that there is something you need to know, please contact your Academic Faculty Office or local Student Centre on the details included below.

<table>
<thead>
<tr>
<th>Please enter the contact details for your Personal Tutor for your future reference:</th>
<th>The name of your Personal Tutor will be given to you at the beginning of your course and can be checked via e:Vision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your local Academic Faculty Office is:</td>
<td>Student Support Office City Campus North Room MK517 George Wallis Building Tel: 01902 321975 Your Student Advisor is: Belinda Smith, Tel: 01902 322466</td>
</tr>
<tr>
<td>Your Student Centre is:</td>
<td>Student Centre – North City Campus Ground Floor MX Building Tel:- 01902 321150</td>
</tr>
</tbody>
</table>

Please note that in order to develop and improve the Course, it may be necessary on occasions to amend or revise the details given in this Course Guide. We are pleased to hear your views and welcome suggestions for ways of improving the operation of the Course.
Welcome
On behalf of the Course Management Team I should like to extend to you a very warm welcome and wish you every success in your studies at the University of Wolverhampton.

The University experience and academic success is all about the effort you put into learning and making the most of the wide range of opportunities available to you. We welcome students who are eager to think for themselves, to take control of their own learning and who are ready to get involved in developing the skills required in a highly competitive job market.

You will need to demonstrate good time management skills, independent learning, flexibility and discipline in order to achieve a study-work-life balance. We believe it is important that you are encouraged to make your own contribution to the effective operation and development of your chosen course. We are, therefore, keen to hear your views and would welcome any suggestions that you may have about ways of improving any aspect of your course and/or the student experience here at the University.

Dr Stephen Jacobs, Course Leader, Media, Email: S.Jacobs@wlv.ac.uk

Course Management and Staff Involved with the Course

Academic Staff
Media Team:

Dr Alan Apperley, Senior Lecturer, Media
Contact: Office: MK507, Email: A.R.Apperley@wlv.ac.uk, Tel: 01902 32 3462
Interests and expertise: New Media; Politics and the Media; Media and Democracy

Dr Aidan Byrne, Senior Lecturer, Media and English
Contact: Email: A.Byrne2@wlv.ac.uk, Tel: 01902 32 3430
Interests & Expertise: Public Service Broadcasting; Cultural Theory; New Media

Emma Edwards, Course Leader, MA Public Relations and Corporate Communications
Contact: Office: MK507, Email: e.c.edwards@wlv.ac.uk, Tel: 01902 32 1569
Interests and expertise: Public Relations and Blended Learning

Dr Aleksandra Galasinska, Reader in Discourse and Social Anthropology
Contact: Office MK507, Email: A.Galasinska@wlv.ac.uk, Tel: 01902321512
Interests & expertise: Discourse and narrative analysis, netnography, post-enlargement migration, post-communist transformation.

Professor Dariusz Galasinski, Professor of Discourse and Cultural Studies
Contact: Office: MK507, Email: d.galasinski@wlv.ac.uk Tel: 01902 32 3489
Interests & expertise: Linguistics; Language, Culture and Communication

Dr Stephen Jacobs, Course Leader, Media
Contact: Office: MK507, Email: s.jacobs@wlv.ac.uk, Tel: 01902 32 3578
Interests & expertise: Cultural Studies; Ethnography; Religion and the Media; Research Ethics.
Dr William Pawlett, Senior Lecturer
Contact: Office: MK507, Email: w.pawlett@wlv.ac.uk Tel: 01902 32 3507
Interests & expertise: Cultural and Social Theory; Consumerism; Sexuality and the Body

Pritpal Sembi, Acting Head of School of Media
Contact: Office: MK503/MK507, Email: P.Sembi@wlv.ac.uk Tel: 01902 322603
Interests and Expertise: Hollywood; World Cinema; Pedagogy

Jackie Pieterick, Principal Lecturer, Centre of Excellence in Learning and Teaching, Creative & Professional Writing
Contact: Office: MX Email: J.M.Pieterick@wlv.ac.uk Tel: 01902 322935

Tracy Mccoy, Head of Department, Film. Media and Broadcasting
Contact: Office: MK511, Email: T.Mccoy@wlv.ac.uk Tel: 01902 322202

Sociology Team:
Dr Pauline Anderson Head of Department of Social Science Lecturer, Sociology
Contact: Email: P.Anderson@wlv.ac.uk Tel 01902 323415

Dr Sam Pryke, Lecturer, Sociology
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Dr Shirin Housee, Senior Lecturer, Sociology
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Pat Green, Principal Lecturer, Community Based Learning
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Marion West, Lecturer in Sociology
Contact: Email: m.west2@wlv.ac.uk MC322 / 01902 323508

Dr Mike Cunningham, Senior Lecturer in Politics
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Penny Welch, Senior Lecturer and coordinator
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Dr Kate Williams, Senior Lecturer in Criminology
Contact: Email: Kate.Williams@wlv.ac.uk Tel: 01902 323590

Dr Andy Cooper, Associate Dean
Contact: Email: A.J.Cooper@wlv.ac.uk Tel: 01902 323508

Other School Staff:
Darren Hillman, Technical Resource Manager
Contact: Office: MK011, Email: D.N.Hillman@wlv.ac.uk Tel: 01902 322549

Claire Dunn, Faculty Registrar
Contact: Office: MK505d, Email: C.Dunn2@wlv.ac.uk Tel: 01902 323399
Course Structure for Undergraduate courses
Students will study:
**Full-time:** normally modules worth 120 credits each academic year
**Part-time:** normally modules worth no more than 80 credits each academic year.

<table>
<thead>
<tr>
<th>Undergraduate Level 4</th>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>4MZ001 Media, Culture and Society</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Core</td>
<td>4SL005: The Sociological Imagination</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Option</td>
<td>Choose one of the following:</td>
<td>Choose one of the following:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option</td>
<td>4FI006 Representing the Real: From Documentary Film to Reality TV</td>
<td>Option</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Option</td>
<td>Course Title</td>
<td>Credits</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Option 4PO005: Campaigning and Citizenship</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Option 4HU003 From Student to Scholar</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Option 4WL002 Basic Language</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Option 4WL003 Elementary Language</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Option 4SL010: The Media and the Manufacture of Deviance</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Option 4HU002 Popular Culture</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Option 4HU003 From Student to Scholar</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Option 4WL002 Basic Language</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Option 4WL003 Elementary Language</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

**Undergraduate Level 5**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>Core</td>
</tr>
<tr>
<td>5MZ026 The Idea of Culture</td>
<td>5MZ014 Analysing Media Texts</td>
</tr>
<tr>
<td>Core</td>
<td>Core</td>
</tr>
<tr>
<td>5SL005: Issues and Debates in Sociological Thought</td>
<td>5SL007: Quantitative Methods</td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td>Choose one of the following:</td>
</tr>
<tr>
<td>Option 5HU003 Body, Sexuality and Identity.</td>
<td>5SL002: Making Gender</td>
</tr>
<tr>
<td>Option 5SL001: Race, Racism and Diversity</td>
<td>5SL008: Volunteering in Action</td>
</tr>
<tr>
<td>Option 5WL001 Basic Language</td>
<td>5MZ027 Mediated Lives: Lifestyle and Celebrity Culture</td>
</tr>
<tr>
<td>Option 5WL002 Elementary Language</td>
<td>5WL001 Basic Language</td>
</tr>
<tr>
<td>Option 5HU004 Supervised Work Experience yearlong</td>
<td>5WL002 Elementary Language</td>
</tr>
</tbody>
</table>

40
Undergraduate Level 6

Students choosing 6MZ002 in semester 2 must take 6MZ020 in semester 1
Students choosing 6SL003 or 6SL004 in semester 2 must take 6SL012 in semester 1
Students must ensure that they select 60 credits (3 modules) for each subject.

<table>
<thead>
<tr>
<th></th>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core</strong></td>
<td>6MZ020 Research Planning and Design</td>
<td>6SL003: Independent Project in Sociology</td>
</tr>
<tr>
<td></td>
<td>or</td>
<td>(6SL012 a prerequisite)</td>
</tr>
<tr>
<td></td>
<td>6SL012: Qualitative Methods</td>
<td>or</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6SL004 Community Link in Sociology</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(6SL012 a prerequisite)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>or</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6MZ002 Independent Study in Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(6MZ020 a prerequisite)</td>
</tr>
<tr>
<td><strong>Option</strong></td>
<td>6MZ019 Media Activism</td>
<td>6MZ016 Media, Consumerism and the Body</td>
</tr>
<tr>
<td></td>
<td>6MZ017 Exploring Gender Experience</td>
<td>6MZ001 Media, Religion and Ethics</td>
</tr>
<tr>
<td></td>
<td>6SL010: Gender and Development in Non-Western Societies</td>
<td>6SL002: Global Educational Issues</td>
</tr>
</tbody>
</table>

20 credits

20 credits
About the Course
This Guide outlines the modules which are available, teaching and learning activities and assessment tasks. If there is anything you need to discuss further, please contact

Dr Stephen Jacobs, Course Leader, Media, Email: S.Jacobs@wlv.ac.uk

The educational aims of the course are:

The degree in Media and Sociology aims to provide you with an understanding of the significant role that media plays in contemporary societies. Students taking the courses will explore a variety of forms of media and their impact upon how we communicate in the global context. Forms of media range from radio, TV and newspapers to multimedia platforms, smart phones, tablets and iPlayers. Students will develop an understanding of the role and responsibility of the media, and the power of communication in a rapidly changing and multicultural society.

Over the course of your studies, you will develop critical understanding of a range of institutional conditions, cultural processes and social relations, within and across societies. In the course of learning selected ‘social facts’ of society, you will be able to apply those concepts, theories and methods that are unique to these exciting disciplines.

You will develop a range of research and analytical skills that are required not only in the creative and media industries, but also more generally in the public and private sectors. Graduates in Sociology and Media have taken up a wide variety of careers including: working in radio, television, journalism and marketing, as well as various management and communication roles in retail, business and local government. The degree in Sociology and Media provides an excellent foundation for continuing studies at a post-graduate level.

The course learning outcomes are:

<table>
<thead>
<tr>
<th>Certificate in Higher Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the award of CertHE you, the student, will be able to:</td>
</tr>
<tr>
<td>1. Demonstrate knowledge of the underlying concepts and principles associated with Media and Sociology, and an ability to evaluate and interpret these within the context of that area of study</td>
</tr>
<tr>
<td>2. Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of Media and Sociology</td>
</tr>
<tr>
<td>3. Evaluate the appropriateness of different approaches to solving problems related to the study of Media and Sociology</td>
</tr>
<tr>
<td>4. Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments</td>
</tr>
<tr>
<td>5. Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility</td>
</tr>
</tbody>
</table>
### Diploma in Higher Education

For the award of DipHE you, the student, will be able to:

1. Demonstrate knowledge and critical understanding of the well-established principles of Media and Sociology, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

2. Demonstrate the ability to apply underlying concepts and principles in the study of Media and Sociology, including, where appropriate, the application of those principles in an employment context.

3. Demonstrate knowledge of the main methods of enquiry in the study of Media and Sociology, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study.

4. Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.

5. Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively.

6. Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

### BA or BSc Non-Honours Degree

For the award of a non-honours degree, you, the student, will be able to:

1. Engage with and analyse contemporary media texts, industry practices and media audiences.

2. Demonstrate knowledge of the interrelationship between media texts and the construction of cultural identities, such as class, gender, ethnicity and age.

3. Demonstrate knowledge of the methods and theories used in the analysis of media and/or society.

4. Review, synthesise, analyse and evaluate a wide range of appropriate evidence in relation to a variety of social theories.

5. Demonstrate knowledge of the conventions across a diverse range of media forms and texts.

**BA or BSc Honours Degree**

For the award of an honours degree, you, the student, will be able to:

1. Critically engage with and analyse contemporary media texts, industry practices and media audiences.
2. Understand the interrelationship between media texts and the construction of cultural identities, such as class, gender, ethnicity and age.
3. Apply appropriate methods and theories in the analysis of media and/or society.
4. Critically review, synthesise, analyse and evaluate a wide range of appropriate evidence in relation to a variety of social theories, and to mobilise a reasoned, sociologically informed argument.
5. Demonstrate a critical understanding of the conventions across a diverse range of media forms and texts.
6. Demonstrate independent research skills.

These will be achieved through the following learning activities:

Students on the Media and Sociology degree can expect to encounter a wide variety of learning activities in the course of their studies, designed to ensure that a range of learning styles and abilities is catered for.

Students in the course of their studies engage in a mixture of traditional and cutting-edge learning activities. Independent learning takes place through attendance at lectures, contributions to seminars and workshops, and via research on- and off-line. Engaging in independent research demonstrates commitment, self-reliance, self-motivation and enterprise on the part of the student – all key skills in the creative industries. Group learning takes place in a variety of contexts, whether in preparing presentations, discussing topics in workshops and seminars, or producing media content (videos, radio broadcasts, podcasts), and again allows students to develop and refine key collaborative skills, essential for a career in the creative industries.

The course is accredited, endorsed or approved (depending on the professional body requirements) - *Not Applicable.*

**Contact Hours**

At University, the term ‘contact hours’ is used very broadly to refer to the amount of time that you spend learning in contact with teaching or associated staff, when studying for a particular course. This time provides you with support in developing your subject knowledge and skills, and provides opportunities to develop and reflect on your own, independent learning.

Contact time on this course will be based on your interaction with staff in some or all of the following situations: lectures, seminars, tutorials, demonstrations, practical classes and workshops, project supervisions, fieldwork, external visits, one-to-one sessions and discussions, interaction by email and other electronic or virtual media and situations where feedback is given on assessed work.
During your study this interaction takes place with academic (teaching and research) staff, teaching assistants, technical and specialist support staff, employers and others.

Alongside contact time, private and independent study is therefore very significant. This is the time that you spend learning without direct supervision from, or contact with, a member of staff. Your independent study time will include background reading, preparation for seminars or tutorials, follow-up work, wider practice, the completion of assignments, revision and others.

**University Academic Calendar**

*[University Academic Calendar]*

**Timetables**

Timetabling information is available to you through the following:

1) Using the teaching timetable where you can search for and view all modules online at [www.wlv.ac.uk/timetable](http://www.wlv.ac.uk/timetable).

2) Once you have completed your module registration, a more personalised timetable showing only those modules which you are studying will be available for you to view through your e:Vision page.

3) For more general information about timetabling and teaching rooms use the Central Timetabling Unit webpages at [www.wlv.ac.uk/ctu](http://www.wlv.ac.uk/ctu).

**Student Voice**

The Student Voice is a partnership between the University and the Students’ Union, put in place to make sure students opinions/feedback are heard at every level of university governance, from course level to the University’s governing body.

The main positions within the Student Voice are Course Reps, who are volunteer students on every course. They have meetings with lecturers on a regular basis, highlighting both positive and negative feedback to Heads of Department or lecturers within their course. Faculty Reps are elected during the Spring Elections and have meetings with Senior Management within their Faculty. They are an essential link between Course Reps, the Students’ Union and management within each Faculty. To find your Faculty Rep: [Faculty Representatives](mailto:)

If you ever wanted to get involved with the student voice, or need more information please contact the Engagement Team in the Students’ Union – [Student Voice](mailto:).

For independent advice and guidance on all matters related to being a student eg. academic, finance, and housing issues, contact the Students’ Union’s Advice and Support Centre by telephone or e-mail [Advice and Support](mailto:).

**Responding to Student Feedback “You said/We did”**

‘As a result of student feedback we have made the following improvements/changes to this course’

You said that there was insufficient preparation on the course for the world of work
We have now embedded employability skills in a number of the modules across the curriculum, there is the opportunity for work placements, and also employability talks and workshops are organised in conjunction with the Careers Office.

**Student Charter**

The University’s [Student Charter](#) has been developed primarily by the Students’ Union and informed by student views. The Charter is not a contract, nor is it intended to be legally binding; it is a set of shared expectations which establishes the values and standards we are seeking to promote across all of our learning community. The Charter seeks to apply to all students on all courses and reflect our normal expectations of your experience at University. On occasions different types of study and interactions will mean necessary variations from time to time. However, what is important to us is that, whatever you are studying, your experience is a great one.

**Engagement**

The University recognises that you have made a significant investment in both time and money in choosing to study for a degree. The University is committed to helping you fulfil your potential. Your engagement with the study materials, and participation in the sessions, activities and assessment tasks are very important in ensuring that you are able to do so.

Your engagement will help you to:

- Understand the subject area you are studying;
- Acquire and develop the skills and knowledge needed to ensure success;
- Prepare for assessment tasks;
- Learn from and with your fellow students;
- Receive feedback from your tutors on your progress;
- Fully participate in sessions, forums, seminars and other activities;
- Develop your communication skills.

If you are unable to participate in any of the activities or sessions please let your tutor know that you are unable to do so. He/she will then be able to give you advice on what was dealt with during the session or activity, and what you need to do to catch up. Please do remember how important engagement and participation is to your success. You may be required to sign an attendance register at lectures so that we may monitor engagement. You are encouraged to engage with the University’s Virtual Learning Environment (VLE) and Student Management System, further details of how to access these can be found [here](#).

Contact time with teaching and associated staff is available to help shape and guide your studies. The term ‘contact hours’ refers to the amount of time that you spend learning in contact with teaching or associated staff, when studying your chosen course. The number of contact hours on a course is influenced by the subject, as well as how and where you are studying. Academic staff should make it clear how many hours contact time you should receive, and what these hours are at the beginning of the course/module.

**The Wolverhampton Graduate**

The experience of studying at University is about much more than just gaining knowledge and understanding of a subject(s), it is also about developing additional skills and capabilities that you can take with you into a wide range of different settings. Sometimes it can be difficult to explain to others what you have done and achieved. The following
Graduate Attributes will help you think about the knowledge and skills you have gained and how these can be presented to prospective employers and/or other interested parties. This is not an exhaustive list and you will need to reflect on what you can personally demonstrate that is appropriate for different settings and contexts such as job interviews. You will also have formed your own opinion about what going to university means to you and how you think you have developed.

While at university you will have the opportunity to:

1. acquire, generate, interrogate and apply knowledge from a wide range of sources,
2. develop research skills to enable analysis, synthesis, understanding and evaluation of data and information.
3. demonstrate self-discipline and organizational skills by meeting deadlines, and taking responsibility for your own development and learning
4. present ideas clearly in an informed and persuasive manner to a variety of audiences.
5. be innovative, creative and enterprising work collaboratively, whilst acknowledging, respecting and engaging with the views of others in a constructive and empathetic manner
6. draw on professional advice and feedback to reflect on and improve your own learning and professional practice;
7. prepare for the world of work through engagement with real life situations, briefs and problems
8. engage with new ideas and ways of working as an active member of the communities in which you study, live and work.

External Examiners

Dr Stuart Hanson, De Montford University Leicester - Media

External Examiners play a key role in helping the University to ensure that our standards are comparable with other institutions in the sector and are consistent over the years and that our assessment processes and regulations treat all students fairly and equitably. It is not part of their remit to communicate with individual students (it is to be noted that students are given access to External Examiner reports in their entirety via the Modules and Programmes page on e-vision in line with the HEFCE Publication 06/45 and some students may have the opportunity to meet with externals if they visit placement areas or attend for planned meetings or assessment). Students are therefore reminded that they must not make direct contact with External Examiners in respect of their assessed work or performance. Any student issues should be relayed either directly to the Module or Course Leader.

Academic Regulations

This course follows the University’s academic regulations. A full version of these regulations can be found on the University web page for Policies and Regulations. These regulations govern your course and will be binding on you. It is, therefore, important that you read and become familiar with them. If you have any questions regarding the regulations you should raise your query by logging an e:Vision Helpdesk call.
Exam Regulations
The University also have regulations that specifically cover examinations. Examination Regulations

The maximum period over which an award may be studied is detailed in the regulations appropriate to your course. Typically these are:

Undergraduate Honours Degrees

<table>
<thead>
<tr>
<th></th>
<th>Normal</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time Students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honours Degree</td>
<td>3 years</td>
<td>5 years</td>
</tr>
<tr>
<td>Part Time Students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honours Degree</td>
<td>5 years</td>
<td>8 years</td>
</tr>
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</table>

Undergraduate Sandwich Honours Degrees

<table>
<thead>
<tr>
<th></th>
<th>Normal</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time Students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honours Degree (sandwich)</td>
<td>4 years</td>
<td>6 years</td>
</tr>
<tr>
<td>Part Time Students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honours Degree (sandwich)</td>
<td>6 years</td>
<td>10 years</td>
</tr>
</tbody>
</table>

Please be aware that to be eligible to continue on your course you must pass at least one module in your first year of study.

The above maximum registration periods do not include time away from study approved under Leave of Absence procedure (see below)

Course Information

Reference points
- 240 UCAS points from at least two ‘A’ levels or equivalent
- BTEC National Diploma grade MMM
- BTEC QCF Extended Diploma grade MMM
- Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction).
- If you’ve got other qualifications or relevant experience, please contact us for further advice before applying.

International student language requirements and application guidance can be found at http://www.wlv.ac.uk/international/apply

Successful completion of the Foundation year of the BA (Hons) Humanities and Media guarantees entry on to this course

Assessment methods
Students can expect to encounter a variety of assessment tasks in the course of their studies, including for example essays, oral presentations (working either as individuals or in groups), on-line forum discussions, practical work (such as media content production, podcasting, blogging etc), individual or group projects, library searches and other research tasks.
The nature of assessment, and the level of ability expected of the students, changes with each level of study.

**Level Four** Students will be expected to demonstrate a basic understanding of the subject. Assignments at this level are designed not only to test a student’s knowledge of the subject, but also to ensure a basic understanding of key theoretical and methodological issues, and a familiarity with the academic terminology. Assignments at this level are designed to assess a student’s basic academic skills, such as the ability to summarise an argument effectively, express ideas clearly and concisely, to find and use appropriate academic sources, etc.

**Level Five** assignments are designed to allow students the opportunity to demonstrate a more in-depth, detailed understanding of theoretical and methodological issues. In particular students will be assessed on their ability to analyse media and cultural texts, and communication practices. Students will be expected to be able to apply their theoretical knowledge to particular media texts and/or communication practices.

**Level Six** assignments are designed to assess the student’s substantial knowledge of the subject, and also the ability to rigorously apply theories and methodologies in the analysis of media texts and communication practices. At this level, students will be expected to demonstrate a critical engagement with the subject. Furthermore, assessments at this level will test their competence as independent learners. All of the skills, knowledge and competences acquired over the three years of study will be assessed in the final year project.

**Support for learning**
Studies skills, such as finding, understanding and using academic sources, research skills writing and communication skills are embedded in core modules. Students can obtain additional support from the Learning Centres which provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: [www.wlv.ac.uk/lib/skills](http://www.wlv.ac.uk/lib/skills).

One to one study skills tutorials are offered by tutors in the Faculty of Arts and can be booked by emailing artstudentstupport@wlv.ac.uk

**Personal Tutor**
When you join the University you will be given a **Personal Tutor**. This information can be found in your e-vision homepage. Your personal tutor is someone who can offer you guidance and advice, this could be about your course, and any other aspects that affect your study. In order for personal tutoring to be a beneficial and meaningful relationship for you, you need to communicate with your personal tutor.

**Academic Misconduct**
We take pride in the academic integrity of our staff and students but when academic misconduct is suspected the University will take action. The University considers seriously all acts of academic misconduct, which by definition are dishonest and in direct opposition to the values of a learning community. If not challenged, academic misconduct will ultimately devalue our academic standards and undermines the honest efforts on the part of our staff and students.

Academic misconduct includes plagiarism, collusion and cheating and may be deliberate or unintentional. Whatever form it takes, it will be thoroughly investigated and penalties will be applied if proven.
Support for Students
The University and the Students’ Union believe that many incidents of academic misconduct can be avoided by increasing students’ knowledge and skill.

A variety of support mechanisms are in place to help students succeed and avoid academic misconduct:

- Visit the Learning Centre or our study skills support website at www.wlv.ac.uk/skills
- Download the Students’ Union guide to Avoiding Academic Misconduct ("Write Right") - available from the Student’s Union website:
- Book a Skype appointment with study skills adviser or join the online chat service ASSIST - through the Learning Centre “Skills for Learning” website.
- Contact your personal tutor or module leader.

Remember – there is help available if you need it.

Defining Academic Misconduct

Cheating
Cheating is defined as any attempt to gain unfair advantage in an assessment by dishonest means, and includes, for example, all breaches of examination room rules, impersonating another student, falsifying data, and obtaining an examination paper in advance of its authorised release. Cheating attracts the University’s most severe penalties.

Other common examples of cheating would include –
- Being in possession of “revision notes” during an examination
- The purchase or commission of assignments from others
- Theft of other students’ work
- Prohibited communication during an examination

Plagiarism
Plagiarism is the act of taking someone else’s work and passing it off as your own. This includes incorporating either unattributed direct quotation(s) or substantial paraphrasing from the work of another/others. It is important to cite all sources whose work has been drawn on and reference them fully in accordance with the referencing standard used in each academic Faculty.

The most common forms of plagiarism are –
- Cut or copied and pasted materials from websites
- Copying the work of another student (past or present) including essays available through “essay bank” websites – or other data.
- Copying material from a text book or journal

When you’re using other people’s work or ideas it is important to engage with their work critically. You can quote, paraphrase, summarise or critically review – but you must always provide appropriate references.

Collusion
Collusion is when two or more people combine to produce a piece of work for assessment that is passed off as the work of one student alone. The work may be so alike in content,
wording and structure that the similarity goes beyond what might have been coincidence. For example – where one student has copied the work of another, or where a joint effort has taken place in producing what should have been an individual effort.

Collusion should not be confused with the normal situation in which students learn from one another, sharing ideas and group work to complete assignments (where this is specifically authorised).

**Plagiarism Detection**
In concert with the skills and experiences of academic staff the University will utilise electronic tools such as Turnitin to detect plagiarism. Turnitin is the software currently subscribed to by the University.

At Undergraduate level the University will require that all final year projects and dissertations are submitted to Turnitin for analysis. At postgraduate level the University will require that all dissertations (or similar) are submitted to Turnitin for analysis.

Students are required, where appropriate, to make a declaration as the authenticity and originality of any submitted piece of work. This declaration also authorises the University to request and require students to provide an electronic version of any submitted assessment for checking work via Turnitin where plagiarism is suspected.

**Penalties**
Where an offence is admitted, or a panel decides that cheating, plagiarism or collusion has occurred, a penalty will be imposed. There is a cumulative range of penalties which will be applied to any continuous period of registration for study with the University. The severity of the penalty will vary according to the nature of the offence and the number of previous offences. Penalties range from failure of the assignment under investigation to exclusion from the University.

Full details about the University's policy on Academic Misconduct, regulations and procedures, investigation of academic misconduct or to make an appeal or a complaint are available on the conductandappeals website.

**Anonymous Marking**
Anonymous marking is the process undertaken to avoid the possibility of bias through the assessment and marking process. To this end, wherever possible, the identity of students should not be apparent to markers and work should only be identified by student number. Where the method of assessment does not allow anonymous marking, (e.g. dissertations, presentations, oral examinations, practical examinations), alternative methods of marking to mitigate the possible effect of bias will be explained to you.

When submitting assessments in hard copy, you are asked to use your personalised bar-coded coversheet and ensure that you record only your student number in the header or footer of your piece of work.
Where to get help with your course

**General Enquiries - Faculty of Arts**
Academic Support Administrator, School Office, Room MK517
Student Advisor, George Wallis (MK) Building, School Office, Room MK517

**Module Related**
Module Tutor/Leader/Course Leader

**Programme/Academic Related**
Personal Academic Tutor
Course Leader
Head of Department
Extensions/Mitigating Circumstances/Course Transfer
Course Leader
Forms can be downloaded from: evision.

Study Issues and Support Study Skills
Advisor LRC www.wlv.ac.uk/skills

Students with additional support needs
Faculty of Arts:
Dr Jane Cooksey 01902 323526
Josiane Cooksey 01902 323495
University: Student Enabling Centre 01902 321074

Personal Issues
Personal Tutor

The Gateway @ The George
01902 321032

Careers, Enterprise & The Workplace
Careers & Enterprise, Tel: 01902 321414
The Workplace at the University (Careers and Employment Services), Tel: 01902 323400

Complaints/Suggestions
University Reception desks, School Offices or on line at:
http://www.wlv.ac.uk/PDF/ind_compl_proc.pdf

Getting involved
Have your say!
There are many activities you can get involved in by:
• Becoming a student representative
• Helping out at Open Days
• Helping out with School activities

Staff/Student Liaison
At the beginning of each academic session students will be invited to nominate
a student representative per course per level.
Staff/Student liaison meetings occur once per semester.
Student Council meets twice per year.
Course meetings between staff and students are held twice per year. Student
representatives are invited to School Committees

Student Voice
The involvement of students in the assessment of course quality is an established part of
the University’s procedures. The Students’ Union and your Course leaders will be able to
tell you about the representative roles available to students and the communication
processes in the School. These are important roles that benefit you and other students.
Further information about student representation and the Student Voice is available at the
Students’ Union website: http://www.wolvesunion.org/

Faculty of Arts Shop and Media Store
The Faculty of Arts have a shop and a Media Store which are located on the ground floor
of the George Wallis (MK) building. The Shop sells a wide variety of materials at
reasonable prices. The Media Store has a range of cameras, videos, lights, tripods and other multimedia equipment which you can borrow.

**Insurance**
You are strongly advised to insure valuable belongings against theft, loss or damage and to register with a doctor.
Student Support
If you encounter any issues (personal or academic) the following diagram directs you to the appropriate department or staff member.

Administration queries:
- enrolment
- extensions
- extenuating circumstances
- Leave of Absence
- Course transfer, etc

Academic and Course related queries
- Personal Tutor
- Course Leader
- Head of Department (by email)

Module related queries
- Module guide (on WOLF)
- Module Leader
- or Tutor

Support for Study Skills
- eVision helpdesk or your Student Centre

Who to Contact for help when you are studying on campus

IT Problems
- W: www.wlv.ac.uk/ITServices
- T: 01902 32(2000)

Financial advice
- W: www.wlv.ac.uk/moneymatters
- E: money@wlv.ac.uk
- T: 01902 32(1070)

Careers & Employment Centre
- W: www.wlv.ac.uk/careers
- E: careers@wlv.ac.uk
- T: 01902 32(1414)

Special Needs (Students with disabilities)
- Special Needs Tutor
- or Student Enabling Centre
- W: www.wlv.ac.uk/sec
- E: sec@wlv.ac.uk
- T: 01902 32(1074)

Personal Issues
- Personal Tutor (see eVision for details)
- University Counselling Service
- W: www.wlv.ac.uk/counselling
- E: counsellingservices@wlv.ac.uk
- T: 01902 32(2572)

General queries
- eVision helpdesk
- or your Student Centre

Independent academic, financial, international and housing advice
- Students’ Union Advice and Support Centre
- W: www.wolvesunion.org/advice
- E: advice.wolvesunion@wlv.ac.uk
- T: 01902 32(2038)
Extensions, Extenuating Circumstances and Leave of Absence

The University wants all students to do their best. You are expected to take responsibility for your own learning and we know students perform best if they participate in all activities associated with their modules.

Very occasionally something may happen suddenly which is beyond your control and this will prevent you from attending an examination (or other test) or completing an assessment by the due date. Common reasons for needing additional help are poor health or a death in the family – although other reasons may apply.

Extensions - for some assessments there may be the option to apply for a short term (maximum 7 days) extension if you are experiencing difficulties in completing your work on time. You should apply for the extension via your e:Vision account on or before your assessment date and provide supporting evidence to your Student Centre. On receipt of the evidence your claim will be assessed and you will be notified by e-mail if your extension has been approved and your revised submission date. Further details can be found here.

Extenuating Circumstances – claims for extenuating circumstances are also submitted via your e: Vision account on or before your assessment date and again evidence to support your claim must be provided to your Student Centre. Claims for Extenuating Circumstances tend to be for more serious matters and if your claim is accepted then it enables you to take the assessment at the next available opportunity without penalty. If you have any queries regarding either of these processes then please log a call on the e:Vision helpdesk.

Leave of Absence - in more extreme cases of potential prolonged absence you might consider a temporary leave of absence. Students may temporarily suspend their studies a semester at a time (and up to a maximum of four semesters). You can apply for a Leave of Absence via e:Vision but we would strongly recommend that you get advice from your Personal Tutor, your Student Centre or the Students’ Union, particularly regarding the financial implications, before taking this step.

Taking a Leave of Absence can ensure that you have the time away from your studies you need, but it is important you understand all the implications. There are plenty of people who can advise you before you make your decision:

• Your Student Centre (either in person or you could log an e:Vision Helpdesk call).
• The Students’ Union Advice and Support Centre.
• Student Advisors in your Faculty.
• Your Personal Tutor.
• The International Support Team (based in MX Student Centre, City Campus).

Please consider before taking a Leave of Absence

• If you’re a full-time student, you could consider switching to part-time mode as an alternative.
• While on a Leave of Absence you won’t have access to University premises or resources or participate in any assessment.
• If you take a Leave of Absence after you have enrolled but before completing your module, any summative (graded) assessment submitted will be carried forward and
will contribute to your assessment result for that module when you return, provided the same assessment requirements remain.

Financial impact
You should consider the implications of taking a Leave of Absence will have on your funding and finances. On approval of your Leave of Absence you must ensure that you are fully aware of the fee implications on your return to the course, as fees may be due again for the modules that you were studying when the leave of absence was agreed.

However, your individual circumstances will affect your right to funding so it is important that you seek advice from the Students’ Union Advice and Support Centre – who will also be able to advise you about the impact of any benefit entitlement.

You will not be entitled to Council Tax exemption whilst on a Leave of Absence.

Your tuition fees
In accordance with the University’s fee liability policy, you will be liable for any fees due dependent on the date that you officially apply for Leave of Absence.
If you are a full-time undergraduate UK student, tuition fees are due as follows:
• Attendance in Term 1 = 25% of the tuition fee is due.
• Attendance in Term 2 = 50% of the tuition fee is due.
• Attendance in Term 3 = 100% of the tuition fee is due.
If you are a part-time student, your fee liability is dependent on the number of modules registered in any period.

If you are an international student we take into account the fact that you will have paid a non-refundable deposit and your fee liability points will be at the start of the first term and third term (remainder of fee). We recommend you seek guidance on this from the International Student Support team in MX Student Centre.

Health & Safety issues
Undergraduate students will receive the appropriate Health and Safety induction for their specific subject areas as part of their curriculum.

All of this information is available to staff and students and is kept in the relevant Subject Technician’s Offices. Copies are also kept in the Technical Resource Manager’s Office, MK011

Health and Wellbeing whilst using your computer
As a student you will be using a computer for the majority of your study. The guidelines below are to promote good health and wellbeing in relation to your computer use.

Set-up and space
Ensure you have a comfortable working area where you can have adequate space for your keyboard, mouse, monitor or laptop/mobile device and that you are in a comfortable seated position. Try to prevent eye strain by ensuring you have good lighting, adjusting your monitor to prevent glare and by cleaning your monitor regularly. If you are using a
laptop for any extended length of time try to use an external mouse to prevent continued use of a laptop mouse pad which can cause strain injuries.

**Taking a break**

You should take regular breaks away from the screen. One to two minutes away every thirty minutes can be most effective, with regular longer breaks every couple of hours. Physically moving away from the screen and working area will also allow for important stretching and increasing circulation as well as reducing eye strain from looking at the screen.

**Progression for Further Study**

The Degree in Media and Sociology will prepare you for study at a postgraduate level in cognate subjects. In particular, providing you have achieved a good enough degree classification, on graduation you may wish to apply for our MAs in one of the following subjects: Contemporary Media, Popular Culture, Film Studies or Public Relations.

**Alumni**

*We’re proud of your success. Be proud of your connection with us.*

Once you complete your studies you will continue to be part of the University of Wolverhampton academic community as one of our ever growing alumni community. The WLV Alumni Association is a university-wide association bringing together Wolverhampton graduates.

For further information on Graduation and Alumni please visit our [Alumni](#) website.

**APPENDIX 1**

**Module Information** – for guidance only.

**4MZ001 Media, Culture and Society**

The aim of this module is to introduce students to the ways in which media, culture and society interact. The module will investigate the context of media production and consumption, as well as identifying the ways in which media texts construct meaning.

**4MZ009 Key Concepts in Media Communication and Cultural Studies**

The aim of this module is to introduce students to the major concepts in the study of media, communication and culture. The module explores how concepts can be applied to enable and enhance understanding of media, communications and culture in a global, digital age.

**4FI006 Representing the Real: From Documentary Film to Reality TV**

This module aims to introduce you to a variety of factual genres encompassing national and trans-national perspectives. As hybridity is seen now as an essential characteristic of factuality, this module analyses the boundaries between fact and fiction in various popular factual formats and examines a variety of critical approaches and perspectives by scholars and practitioners of film and media in relation to the production of documentary and reality TV.

**4HU002 Popular Culture**

The module aims to introduce students to key theoretical and methodological issues through an exploration of popular culture. The module explores the relationship between
popular cultural forms and identity, and how culture can be perceived as both an expression of and resistance to dominant norms.

4HU003 From Student to Scholar
This module introduces and orients first year Humanities, Media and Film students to the scholarly community by developing habits of mind essential to liberal arts learning. Students will therefore learn how scholars in the humanities and media studies frame questions, propose answers and assess the validity of competing approaches. It intends to help students move beyond using knowledge-telling strategies in which they simply find and report information, to using knowledge-transforming strategies in which information is used as a resource or developing new, integrated ideas and arguing new conclusions.

The module is designed to provide first year students with opportunities for both sustained, rigorous investigation of a special topic and close faculty-student interaction. It does this by 1) offering students a choice of semester-long seminars based on individual lecturers’ special interests, scholarly research or areas of expertise, and 2) learning in small seminar groups based on a shared interest in the topic. While seminars cover a wide range of compelling issues and/or thought-provoking topics, they are united in their focus on five core goals:

- To critically analyse information and ideas through close reading of a variety of texts;
- To examine issues from multiple perspectives;
- To discuss, debate and defend ideas, including their own views, with clarity and reason;
- To develop discernment, facility and ethical responsibility in using information for the production of clearly written academic texts;
- To use writing and reading for inquiry, learning, thinking and communicating.

4WL002 Basic Language
This module aims to take students with no prior knowledge of the target language to A1 standard in the Common European Framework of Reference for Languages.

4WL003 Elementary Language
This module aims to facilitate students in rising one stage (A2) in the Common European Framework of Reference for Languages.

5MZ014 Analysing Media Texts
The aim of this module is to enable students to understand and to apply a variety of analytical methodologies in a theoretically and empirically informed manner.

5MZ026 The Idea of Culture
Culture is often defined as our way of life. This module will explore what ‘a way of life’ means in the contemporary context. Identity and culture are deeply implicated with each other, and the module will explore cultural identities such as nationality, ethnicity, class and gender. The module will also consider how taken for granted aspects of life such as place, time and material objects have cultural significance.

5MZ027 Mediated Lives: Lifestyle and Celebrity Culture
‘Lifestyle’ has become a key concept in media studies. Not only is it a key marker of identity (we may, for example, ‘choose’ a lifestyle to suit our personality) but lifestyles and lifestyle-related issues now comprise a substantial part of media content – from lifestyle magazines through to ‘makeover’ and ‘reality’ TV shows covering such diverse topics as
health, fashion, food, relationships, hygiene, antiques, home ownership, gardening, and travel. This module also considers the impact of ‘celebrity’ on perceptions of lifestyle, as celebrity lives and lifestyles are increasingly held up as models for our own lives.

5HU003 Body, Sexuality and Identity.
This module will focus on the centrality of the body in negotiations of identity and difference. It will develop an understanding of the gendered nature of bodily experience, the intersubjective constitution of sexuality and the historicity of se

5WL001 Basic Language
This module aims to take students with no prior knowledge of the target language to A1 standard in the Common European Framework of Reference for Languages and to encourage an evaluation of different language learning strategies and techniques.

5WL002 Elementary Language
This module aims to facilitate students in rising one stage (A2) in the Common European Framework of Reference for Languages.

6MZ001 Media, Religion and Ethics
This module aims to explore the relationship between the media, religion and ethics, and to analyse media representations of religious ideas, religious communities and ethical values.

6MZ002 Independent Study – Written. 6MZ020 Research Planning and Design is a prerequisite.
The module aims to provide students with the opportunity to independently select and research in depth a specific topic in the field of Media and Cultural Studies, Media and Communication Studies, Broadcast Journalism or Public Relations.

6MZ016 Media, Consumerism and the Body
The aim of this module is to enable students to critically theorise understandings of the body in consumer capitalist society. The module explores the construction of body image and sexuality as culturally mediated processes. It also considers social problems such as obesity, anorexia and hyper-sexualisation in the context of consumer and media/technological culture.

6MZ017 Exploring Gender Experience
This module explores experiences of gender and in particular masculinity in various contexts of everyday life.

6MZ019 Media Activism
This module examines media activism in the broadest sense. It covers the history of media activism, early theories of the role of electronic media in society and how alternative and activist media can challenge social norms, ideologies and political processes. It also considers ways in which media activism may fail to challenge society, or may be assimilated, incorporated or re-purposed by mainstream and corporate media interests. Students will engage with established and new theories of media and mediation.

6MZ020 Research Planning and Design
The aim of this module is to prepare students for their final year Independent Study (6MZ002). The module will introduce students to a range of methods utilised and enable students to apply these methods to a research project of their own design. The module will provide the necessary skills to plan, design and implement an independent research project.
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