



Programme Specification (PG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and title:	MA Digital Media and Global Cultures
Name of interim award(s):	Master of Arts (MA)
Duration of study / period of registration:	1 Year
Queen Mary programme code(s):	PMAF-QMARTS1 PSDMG PFQM-P3W3-09
QAA Benchmark Group:	Communication, Media, Film and Cultural Studies
FHEQ Level of Award:	Level 7
Programme accredited by:	
Date Programme Specification approved:	15 Jan 2025
Responsible School / Institute:	School of the Arts (STA)

Schools / Institutes which will also be involved in teaching part of the programme:

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Collaborative institution(s) / organisation(s) involved in delivering the programme:

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Programme outline

The MA Digital Media and Global Cultures offers you an in-depth exploration of the rapid developments in the digital world. Leveraging London's unique position as a leading digital hub and a centre for cultural encounters, this MA programme provides you with a comprehensive understanding of digital media within a global context, and encompasses both anglophone and non-anglophone perspectives. It is designed to equip you with advanced knowledge and skills in digital media and culture in key areas including debates on AI, the economies of platformisation, and online forms of activism. If you are interested in careers in digital management, digital communications, or technological innovation sectors, this programme is ideal for you.

Aims of the programme

This programme aims to:

- Offer an in-depth exploration of current and developing debates and practices in the digital world, including those beyond the anglophone datasphere.
- Focus on media theory as well as digital skills and ethics from the perspective of media and communication

- Equip students with the necessary tools and skills to work in digital environments and creative industries, including a critical understanding of computer science languages.
- Explore key elements in the digital sphere such as political economies, platformisation, and consumption
- Understand the rise of participatory and algorithmic cultures and their sociopolitical and ethical implications across various contexts and societies such as digital inequalities, racial and gender bias, surveillance, and hate speech.
- Develop data and media literacy by examining online music (sub)cultures and fandoms, web user discourse and behaviour, and personalised data economies.

What will you be expected to achieve?

Upon completing this program, students will achieve the following:

- A Critical Understanding of Digital Media: Develop a deep knowledge of key theories related to digital media, globalization, and cultural production, including the impact of digital technologies on global cultures and identities.
- Research and Analytical Skills: Master interdisciplinary research methods (qualitative and/or quantitative) to critically analyze digital platforms, media practices, and their socio-cultural implications.
- Digital Literacy and Communication: Gain advanced digital literacy and the ability to effectively communicate complex ideas through academic writing, presentations, and possibly multimedia projects.
- Global Awareness and Ethical Insight: Cultivate a global perspective on the cultural, social, and ethical issues surrounding digital media, including privacy, surveillance, and digital inequalities.
- Independent Research and Professional Development: Demonstrate the ability to conduct independent research on digital media topics, preparing for careers in media, communications, global policy, or further academic study.

Academic Content:

A 1	Critically understand key theories and debates on the intersection of digital media and global cultures
A 2	Analyze the global impact of digital platforms on cultural production and consumption
A 3	Evaluate the role of digital media in shaping global identities and power structures

Disciplinary Skills - able to:

B 1	Critically evaluate the role of digital media in cultural globalization through case studies
B 2	Conduct independent research on digital media's role in global cultural phenomena
B 3	Develop and present well-reasoned, critical arguments in both written and oral forms

Attributes:

C 1	Demonstrate advanced critical thinking and problem-solving abilities
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C2	Collaborate effectively within diverse teams to address global media challenges
C3	Show a critical awareness of ethical issues in global digital media practices
C4	Work independently, set goals and manage workloads; and acquire new learning in a range of ways, both individually and collaboratively

How will you learn?

The teaching and learning on this MA programme consists of a mix of in-person discussion seminars, small group workshops, digital methods training, field trips, coursework, and independent study. These different teaching strategies are appropriate to the range of practical, academic, and research skills this programme offers. They are designed to ensure you acquire knowledge and understanding of key theoretical issues in digital media and global cultures, as well as the development of communication and analytical skills, and the encouragement not only of independent, self-directed research but also of team-based problem-solving and discussion. Members of staff from across the School of the Arts with skills in teaching digital media and global cultures will take responsibility for advising you, and supervising your final dissertation projects. You are strongly encouraged to attend staff drop-in hours and to make the most of academic staff's availability and guidance. All of the modules will make full use of our virtual learning environment to provide essential and additional resources, notes, and information.

How will you be assessed?

Depending on the content and approach to learning of your modules (including electives), your work will be assessed through a range of possible activities including (but not limited to):

- presentations
- essays
- project plans
- creative projects
- portfolios of documentation
- the final dissertation

Each element of assessment will be graded as Fail, Pass, Merit, or Distinction. The taught modules count for 67% (120 credits) and the final dissertation 33% (60 credits) of the overall assessment.

How is the programme structured?

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

Students will be taught in four assessed modules, and complete a final project/dissertation:

Full time Programme (1 year)

Semester 1 (2 Compulsory x 30cr)

STA7010 Theories and Critical Concepts of Digital Media and Cultures (30 cred)

STA7009 Digital Global Audiences and Participatory Culture (30 cred)

Semester 2 (1 Compulsory x 30cr + 1 elective x 30cr)

STA7008 Digital Methods and Ethics in Digital Media and Cultures (30 credits)

Curated list of guided elective (15cr) at level 7, including, for example:

STA7XXX Personalised Media and The Digital Self

STA7002 Latin American Digital Cultures: Identity, Labour and Resistance

STA7003 Technological Aesthetics: Art, Power, and Cold War Divides

And STA guided electives at Level 7, Sem 2, including, for example:

FLM6210 Cinemas and Digital Visual Arts in contemporary China (Currently: Cinemas in Contemporary China)

FLM7211 Global Screens (Currently: Film Studies II)

LIN 7059 Beyond Language: Multimodality in Theory and Practice

Semester 3
STA7007 Dissertation (60 credits)

Academic Year of Study

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Theories and Critical Concepts of Digital Media and Cultures	STA7010	30	7	Compulsory		Semester 1
Digital Global Audiences and Participatory Culture	STA7009	30	7	Compulsory		Semester 1
Digital Methods and Ethics in Digital Media and Cultures	STA7008	30	7	Compulsory		Semester 2
Personalised Media and The Digital Self		15	7	Elective		Semester 2
Latin American Digital Cultures: Identity, Labour and Resistance	STA7002	15	7	Elective		Semester 2
Technological Aesthetics: Art, Power, and Cold War Divides	STA7003	15	7	Elective		Semester 2
Dissertation	STA7007	60	7	Compulsory		Semester 3

What are the entry requirements?

Applicants should have a 2:1 undergraduate Bachelor's (honours) degree or equivalent. Applicants who do not meet the formal academic criteria but who possess relevant credentials and who can demonstrate their potential to produce written work at Masters level may also be considered. For non-native English speakers, university IELTS or equivalent evidence of proficiency in English is required.

How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

Quality Management and Enhancement Processes

1. Programme Review and Evaluation:

The programme is subject to regular internal reviews, ensuring it remains academically rigorous, relevant to industry trends, and aligned with institutional goals. This involves annual module reviews where student performance data, external examiner feedback, and staff reflections are assessed to identify areas for improvement.

2. External Examiners:

External examiners are appointed to review assessments, provide impartial feedback on grading standards, and ensure that the programme aligns with the quality benchmarks of other institutions in the UK. Their reports play a key role in maintaining academic standards and suggesting improvements.

3. Accreditation and Benchmarking:

The programme adheres to the Quality Assurance Agency (QAA) guidelines and the Framework for Higher Education Qualifications (FHEQ). It is regularly benchmarked against national and international standards in higher education to ensure the content, teaching, and assessment remain current and globally competitive.

4. Professional Development for Staff:

Academic staff involved in the programme regularly engage in professional development activities, including workshops, conferences, and research, to ensure they are at the forefront of digital media and cultural studies. This helps in bringing the latest theoretical and practical insights to the classroom.

5. Module Experience Surveys:

At the end of each module, students are invited to complete anonymous feedback surveys. These surveys provide valuable insights into teaching quality, assessment processes, and module content. The results are reviewed by programme leaders and module convenors to make adjustments where necessary.

6. Programme Review:

Students are also invited to provide feedback on the overall programme throughout the academic year. This feedback is crucial in shaping the structure, content, and delivery of the programme for future cohorts.

7. Formal and informal Channels:

The Student Voice Committee provides a formal means of communication and discussion between the School of the Arts and its students. The committee consists of student representatives from each year in the School together with appropriate representation from staff. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments, and meets regularly throughout the year. In addition to these formal mechanisms, students are encouraged to approach academic and support staff informally if they have concerns or suggestions. Open-door policies and regular office hours facilitate ongoing communication.

Actions Taken in Response to Feedback

1. Curriculum and Module Adjustments:

Based on student feedback, the programme has the flexibility to adapt its curriculum and assessment methods. For example, students may request more focus on certain digital tools or global issues, and such feedback can result in new case studies, additional workshops, or revised reading lists.

2. Assessment Revisions:

If students raise concerns about workload, assessment types, or feedback timing, the programme team can review and, where appropriate, modify the assessment structure. This could include offering more formative assessments or adjusting deadlines to prevent overlap with other module assessments.

3. Improved Resources and Facilities:

Feedback on the availability of digital media tools or access to research resources is taken seriously. If students indicate a need for better access to software, technology, or library resources, the programme team will work with the relevant university departments to resolve these issues.

4. Feedback on Teaching Methods:

If students express preferences for particular teaching methods, such as more interactive seminars or practical workshops, adjustments may be made to the teaching format to enhance engagement and learning outcomes.

By maintaining a clear and responsive approach to managing quality, and by listening and acting on student feedback, the programme ensures a dynamic learning environment that evolves in line with both student expectations and the changing digital media landscape.

What academic support is available?

All students beginning study on the programme will participate in a series of Welcome Week activities, including introductions to the programme, inductions in the use of the online learning environment and the use of the School of the Arts' practical spaces and technical facilities. These events also include opportunities for social interaction and scheduled small group and individual meetings with personal advisers.

Each student's academic progress and personal welfare is monitored by an advisor, with whom regular meetings are scheduled. All teaching staff will hold regular drop-in hours in which students are actively encouraged to discuss their work and their progress.

The School's Director of Student Support is a designated member of staff with whom students can also raise issues and problems, and from whom they can seek advice and guidance.

Both the Director of Student Support and all advisors are able to refer students, where appropriate, to relevant professional service departments in the College, including Disability and Dyslexia, Welfare, and Counselling.

Programme-specific rules and facts

N/A

How inclusive is the programme for all students, including those with disabilities?

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties, and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK, and international at all campuses and all sites.

Students can access advice, guidance, and support in the following areas:

- Finding out if you have a specific learning difficulty like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Special arrangements in examinations
- Accessing loaned equipment (e.g. digital recorders)
- Specialist one-to-one "study skills" tuition
- Ensuring access to module materials in alternative formats (e.g. Braille)
- Providing educational support workers (e.g. note-takers, readers, library assistants)
- Mentoring support for students with mental health issues and conditions on the autistic spectrum.

Students requiring additional time for completion of assessments i.e. in-class tests and presentations as recommended by DDS will have the adjustments made by the module administrator. In addition, marking of assessments will take into consideration any neurodiversity i.e. not penalising sentence structure or grammar.

Links with employers, placement opportunities and transferable skills

London is a vibrant hub for digital media, offering numerous opportunities for students pursuing an MA in Digital Media and Global Cultures and enhancing students' access to cutting-edge resources and industry connections. There are also prominent events hosted in the city such as FutureFest and London Tech Week,, which can help students engage with the latest conversations in the digital media landscape.

We are currently in the process of establishing and strengthening ties with employers and networks to further benefit our MA students, empowering them to explore placements and build meaningful relationships in the digital media field. The School of the Arts (STA) and the Digital Environment Research Institute (DERI) have established robust partnerships with the the Alan Turing Institute, the UK's national institute for data science and artificial intelligence. Other partnerships we are exploring include the Tech London Advocates and the British Interactive Media Association (BIMA), which provide valuable networking events and resources to help students connect with industry professionals.

The MA in Digital Media and Global Cultures equips students with valuable transferable skills sought after in various industries.

Students develop critical thinking and analytical abilities, enabling them to evaluate media trends and cultural dynamics and preparing them for roles in media, marketing, and research. The programme emphasizes cross-cultural communication, enhancing students' understanding of global cultural differences and their ability to communicate effectively in international business, media, and diplomacy. Through independent research projects, students gain proficiency in qualitative and quantitative research methods applicable in market research and policy development. Additionally, the program fosters digital literacy and technical skills, preparing students for roles in digital content management and media strategy by enhancing their proficiency with digital tools and platforms. Collaborative projects cultivate teamwork and leadership abilities, equipping students for project management and media production roles. Furthermore, engagement with ethical issues in media helps students develop a global perspective, making them suitable for careers in policymaking, international relations, and corporate social responsibility. Overall, these skills ensure graduates are well-prepared for diverse careers in global media, cultural industries, marketing, NGOs, and international organizations, enabling them to adapt to the evolving demands of the digital economy.

Programme Specification Approval

Person completing Programme Specification:	Cristina Moreno-Almeida
Person responsible for management of programme:	Cristina Moreno-Almeida
Date Programme Specification produced / amended by School / Institute Education Committee:	23 Oct 2024
Date Programme Specification approved by Taught Programmes Board:	15 Jan 2025