

Programme Specification

BA Digital Media and Communication

For students entering Part 1 in September 2027

UCAS Code: P304

UFDMC

UFDMCPE

UFDMCSY

This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	3 years
Length of Programme with placement/year abroad	BA Digital Media and Communication with Placement Experience - 4 years (internal transfer only) BA Digital Media and Communication with Year Abroad - 4 years (internal transfer only)
Accreditation	N/A
QAA Subject Benchmarking Group	QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies

Programme information and content

This programme provides critical and creative foundations for understanding and analysing digital media and communication within broader historical, social, cultural, and professional contexts. You will be introduced to key theories and research methods from digital humanities, communication and language studies, and media and design theory. You will explore the intersections of language, media and technology and critically examine how these influence society, identity, power, relationships and discourse in contemporary life.

Alongside this analytical focus, you will gain hands-on experience with digital tools and platforms. We will train you in the creation and curation of diverse multimodal digital products, including blogs, vlogs, reels, videos, online exhibitions, and podcasts. You will develop and apply skills in prompting, digital storytelling, professional communication and content design which are user-oriented and emphasise inclusivity, social justice and sustainability in the contemporary technology- and AI-driven professional world. In doing so, this program will equip you with a solid set of skills to become a responsive and responsible citizen in the fast changing world of digital communication and media.

A wide range of optional modules will enable you to tailor your learning whether by deepening your engagement with film, book and publishing cultures, creative writing, scripting and inclusive design, or by developing specialist expertise in the management and curation of collections and born-digital records or gaining professional experience in developing a digital communication product.

You will be taught by renowned experts in the fields of digital communication, language studies, digital humanities, film and publishing, graphic communication and design.

The BA in Digital Media and Communication will prepare you for a wide range of sectors that value critical thinking, creative communication, digital fluency, and strong language and analytical skills. This program is ideal for you if you wish to develop a career in the fast growing industries including PR, Marketing, Branding, and Advertising, Digital Journalism, Heritage, Archives, and Cultural Institutions, Creative Industries and Design, Corporate and Professional Communication, Publishing, Education, Technology, AI and Digital Services.

Part 1:	In Part 1, students establish core competencies in digital communication, language analysis, creative media practice and multimodality, and critical academic skills necessary for university level work including structured writing, coherent argumentation and engagement with diverse perspectives in both academic and public discourse. Students are introduced to and apply foundational language, communication, media and digital humanities theories to analyse language use in society, digital narratives, and cultural texts within social and global contexts. They engage with issues of digital influence and cultural representation and develop skills for critical reading and analysis. Students gain hands-on experience with digital tools (which could include StoryMaps, Omeka, ArcGIS or other relevant alternatives) and learn to create and curate basic multimodal projects while reflecting on ethical and cultural considerations of digital creation and curation. Through optional modules, students can explore diverse media including film, book, graphic communication, and visual storytelling, developing introductory skills in design thinking and digital content production.
Part 2:	Part 2 provides further grounding in the core subjects in communication, language and digital media studies. Students deepen their knowledge of key theories in communication, sociolinguistics and approaches from discourse analysis to study language use and interactions in digital spaces, from social media, messaging platforms to communicating with AI and online communities. They develop skills and mindsets for critically evaluating and reflecting on the effects of digital media and AI on learning and literacy, social relationships, privacy, globalisation, and social and economic equality. Students will further develop their practical skills in creating and presenting digital and multimodal communication products such as videos, blogs, podcasts and communication campaigns using the most common digital communication tools and platforms used by businesses and organisations for collaboration and audio-visual creation (which could include Microsoft co-authoring and messaging tools, Teams, OneDrive, Padlet, YuJa, Blender, Audacity or other relevant alternatives). Optional media-based modules will further enhance students' ability to read critically and write purposefully. They will engage with reflective practice, editorial precision, and the articulation of complex and creative ideas through policy writing, film and visual design with an emphasis on inclusivity, user-centred communication, social impact and sustainability.

Placement/Study abroad year:	Placement experience year: students engage in a year-long work placement in which they apply the skills and theories that they have mastered during the first two years. Work placements can take place either within the UK or abroad. Assistance in securing placements is available from the Department and the University Careers Office, and students are required to report and reflect on their experiences throughout the placement.
Part 3:	In Part 3, students consolidate their theoretical grounding in digital media and communication, as well as the analytical, practical, critical and creative skills by applying them to real-world, professional, and research-based projects. Students focus on the creation of original digital outputs (e.g., videos, podcasts) using relevant apps and facilities, and develops skills in independent research inquiry, critical argumentation, and methodological rigour. In addition, the core modules will enhance students' employability, teamwork and management skills, while the diverse options will equip students with skills and professional knowledge relevant to carers in creative industries, publishing and cultural heritage. Students will either complete a research-based dissertation or carry out a 6-week placement in a relevant professional context and submit a digital communication project.

Programme Learning Outcomes - BA Digital Media and Communication

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

	Learning outcomes
1	Explain key theories from digital humanities, language, communication and media studies disciplines.
2	Analyse written, spoken, visual, and digital texts identifying how language and semiotic features shape discourse, social relationships, interactions, behaviours and values.
3	Interpret and synthesise arguments from primary and secondary sources, and relevant contemporary and/or historical debates within the discipline.
4	Critically evaluate the impact of digital media and AI on communication, learning, literacy, interactions, social relationships, globalisation, privacy, ethics and access.
5	Understand and apply principles of ethical, inclusive and sustainable design and communication.
6	Apply common digital literacy skills effectively (word processing, excel, internet searches and relevant databases) in project work and research.
7	Use common digital tools and platforms effectively, including generative AI tools, for content creation and communication.
8	Design, create and curate original digital media outputs and products.
9	Demonstrate intercultural competence and ethical awareness in producing communication tailored to global, cross-cultural, or inclusive media contexts.

10	Plan, carry out and present an extended piece of research on a topic in the context of digital media and communication, and develop creative intelligence with independent interpretation.
11	Manage time and deliver work to a given length, format, brief and deadline, working individually or as part of teams, including teams that involve AI assistance.
12	Prepare for professional contexts by developing strategic communication and presentation skills.

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

In addition to the learning outcomes stated above if you are on a placement or study abroad programme you will have the opportunity to develop the following learning outcome:

Additional Learning outcomes	
Study Abroad	
By the end of the Study Abroad Programme, students will have adapted to international study contexts in order to achieve the required academic outcomes determined by the host institution.	
Placement	
By the end of the Placement Year Programme, students will have explored and developed their professional experience, skills and knowledge, contributing significantly towards their continuous learning and career prospects as graduates.	

Module information			
Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.			
Part 1 Modules:			
Module	Name	Credits	Level
HS1IDC	Introduction to Digital Communication and Creation	20	4
LS1DIT	Digital Influence: Techniques and Strategies	20	4
LS1ELS	English Language and Society	20	4
Remaining credits will be made up of optional modules available in the School of Humanities or modules from elsewhere in the University.			
Part 2 Modules:			
Module	Name	Credits	Level
LS2CAI	Communicating with Artificial Intelligence	20	5

LS2DAN	Discourse Analysis	20	5
LS2LDM	Language and Digital Media	20	5

Remaining credits will be made up of optional modules available in the School of Humanities or modules from elsewhere in the University.

If you take a year-long placement or study abroad, Part 3 as described below may be subject to variation.

Part 3 Modules:

Module	Name	Credits	Level
LS3LPC	Language in Professional Communication	20	6

Students take either:

Module	Name	Credits	Level
LS3DI	Dissertation	40	6
OR			
LS3PCP	Professional Communication Project	20	6

The remaining credits will be made up of optional modules available in the School of Literature and Languages or modules from an approved list.

Placement opportunities

Placements:

You may be provided with the opportunity to undertake a credit-bearing placement as part of your programme. This will form all or part of an optional module. You will be required to find and secure a placement opportunity, with the support of the University

Optional modules:

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. Details of optional modules for each part, including any additional costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

Teaching and learning delivery:

You will be taught primarily through a mixture of in-person lectures, seminars, tutorials and practical classes depending on the modules you choose. Some modules may include group work.

Elements of your programme will be delivered via digital technology, which is relevant for the development of your digital communication skills and relevant tools for digital content creation on the programme. This can include working collaboratively via Microsoft co-authoring tools, Teams and OneDrive as well as Padlet and Discussion Boards on Blackboard. Students will also be working with relevant software programmes and apps relevant to the creation of audio-visual and textual digital outputs and databases, which could include StoryMaps, Omeka, ArcGIS, Blender, YuJa, Audacity, Sketch Engine (licenses available at UoR) or other relevant alternatives as well as available physical podcasting tools. Teaching on some modules will involve practical sessions in the University PC labs.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Accreditation details

N/A

Assessment

The assessment is diverse, rigorous and inclusive, offering a rich and varied approach that integrates traditional critical academic literacies with digital, creative and professional skills development. Assignments are carefully structured to reflect real-world practices and are informed by current research and professional standards. Across core modules, students engage in a wide range of assessment types, including critical written analyses such as essays, critical reflections, portfolios, journals, and reports as well as digital multimedia products such as reels, vlogs, blogs, videos, podcasts, and digital exhibitions. Some of the core modules involve oral presentations and group work, the latter supported with techniques of efficient and productive groupwork management. Assessments are scaffolded and there are opportunities for formative assessment and feedback throughout the course. Further information is contained in the individual module descriptions.

Progression

Part 1

To achieve a threshold performance at Part 1, a student will normally be required to:

(i) Obtain an overall weighted average of 40% over 120 credits taken in Part 1; and

- (ii) Obtain a mark of at least 40% in individual modules amounting to not less than 80 credits taken in Part 1; and
- (iii) Obtain marks of at least 30% in modules amounting to 120 credits. (A Fail in a Pass/Fail module will be treated as not meeting the minimum threshold requirement for progression or classification. Pass/fail modules are excluded from weighted average calculations but must be passed to avoid failure of the Part or degree.)

In order to progress from Part 1 to Part 2, a student must achieve a threshold performance.

The achievement of a threshold performance at Part 1 qualifies a student for a Certificate of Higher Education if they leave the University before completing the subsequent Part.

Students considering transferring to another programme should seek guidance from their designated Support Centre in the first instance.

Part 2

To achieve a threshold performance at Part 2, a student shall normally be required to:

- (i) Obtain a weighted average of 40% over 120 credits taken in Part 2; and
- (ii) Obtain marks of at least 40% in individual modules amounting to at least 80 credits taken in Part 2; and
- (iii) Obtain marks of at least 30% in individual modules amounting to at least 120 credits (A Fail in a Pass/Fail module will be treated as not meeting the minimum threshold requirement for progression or classification. Pass/fail modules are excluded from weighted average calculations but must be passed to avoid failure of the Part or degree).

In order to progress from Part 2 to Part 3, a student must achieve a threshold performance.

The achievement of a threshold performance at Part 2 qualifies a student for a Diploma of Higher Education if they leave the University before completing the subsequent Part.

Professional/placement year

Students are required to pass the professional placement year/study abroad year in order to progress on the programme which incorporates the professional placement year/study abroad year. Students who fail the professional placement year/study abroad year transfer to the non-placement year version of the programme.

Classification

Bachelors' degrees

The University's honours classification scheme is based on the following:

Mark Interpretation

70% - 100% First class

60% - 69% Upper Second class

50% - 59% Lower Second class

40% - 49% Third class

35% - 39% Below Honours Standard
0% - 34% Fail

The weighting of the Parts/Years in the calculation of the degree classification is:

Three year programmes:

Part 2: one-third

Part 3: two-thirds

Four year programmes, including Study abroad / Placement year

Part 2: one-third

Study abroad / Placement year: Year abroad / Placement year not included in the classification

Part 3: two-thirds

Details of the classification method is given in detail in the [Assessment Handbook](#) under:

- Section 17: Awards (Bachelor's), or
- Section 18: Awards (Integrated Master's programmes). Students who do not progress to Part 4 of the Integrated Master's will normally be subject to the method detailed under Section 17: Awards (Bachelor's)

Please note that there may be a specific version of the above for your year of entry.

Additional costs of the programme

Additional costs on textbooks for core modules is approximately £80. It is not a requirement for students to purchase the textbooks as all are available from the library. Any additional costs for optional modules are specified in the module description.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2026.

Students may consider purchasing a laptop to help support their learning. Information on recommended device specifications can be found on the [DTS Student Hub](#).

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

BA Digital Media and Communication for students entering Part 1 in session 2027/28
2 July 2026

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