

## Programme Specification

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### Global Literary Industries Management (2020-21)

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

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| Awarding Institution                              | University of Southampton                        |
| Teaching Institution                              | University of Southampton                        |
| Mode of Study                                     | Full-time  |
| Duration in years                                 | 1  |
| Accreditation details                             | None   |
| Final award                                       | Master of Arts (MA)                              |
| Name of award                                     | Global Literary Industries Management            |
| Interim Exit awards                               | Postgraduate Certificate<br>Postgraduate Diploma |
| FHEQ level of final award                         | Level 7  |
| UCAS code   |  |
| Programme code                                    | 8318   |
| QAA Subject Benchmark or other external reference |  |
| Programme Lead                                    | Nicola Marsh (nm8)                               |

### Programme Overview

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#### Brief outline of the programme

The MA in Global Literary Industries Management is designed for students preparing for careers in the literary and cultural industries, including media and new media, journalism, publishing, creative writing, editing, archiving, reviewing, broadcasting, arts writing, and heritage management.

The MA combines practical, critical and creative approaches to working in these industries. You will be taught by academics with professional experience in publishing, journalism, editing, curating, archiving, documentary-making, heritage, and arts management. You will explore the most significant and innovative developments in these fields, including new media, online and interactive publishing, gaming and narrative, arts and site specific writing, adaptations and translations, literary tourism and heritage management.

The optional modules will allow you to develop these creative and critical skills in a range of ways, offering modules in creative writing, script-writing, narrative non-fiction, literature and heritage, literature and economics, Shakespeare and his world, literature and law, contemporary global fiction.

The programme also allows you to draw on the close connections between the teaching staff and Southampton's vibrant and rich arts scene. You will have opportunities to be actively involved with the world-class organisations associated with the university, including heritage institutions such as Chawton House Library (once the home of Jane Austen) the internationally-recognised John Hansard Gallery and the innovative and energetic Nuffield Southampton Theatres.

The programme concludes with the completion of a large independent project allowing students to create their own professional portfolio.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

### **Learning and teaching**

Your knowledge and understanding are developed largely through seminars and student-centred learning experiences, supported by a programme of lectures and workshops. You will be strongly encouraged to make use of Library and Web resources throughout the course and to extend your independent learning skills.

### **Assessment**

Your knowledge and understanding (for all exit awards and pathways) are tested through assessed coursework involving essays, critical reviews, library and data retrieval exercises, annotated bibliographies, oral presentations. To gain the full MA award, you will also need to complete an independent extended project. This independent project constitutes the full expression of the skills that you have acquired: it requires breadth and complexity of knowledge and understanding, analytic ability and the fluent presentation of that in an appropriate academic style.

## **Special Features of the programme**

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This programme benefits from the contributions of professionals who have direct experience of working in the literary and cultural management industries. Students will be given specialised workshops by a range of creative writers and cultural entrepreneurs. Students will also have the opportunity to develop their own professional skills through access to University of Southampton's Arts Ambassador and Excel Internships. They will be collaboratively learning in a postgraduate community that also includes Film, Media, Music and Cultural Management programmes. Each student will also be assigned a Personal Academic Tutor at the beginning of their studies who will give them the individual academic and personal support that they may need.

**Please note:** As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's [programme validation process](#) which is described in the University's [Quality handbook](#).

## Educational Aims of the Programme

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The programme aims to provide students

- With a critical vocabulary for understanding the frameworks of production, consumption and circulation within the creative and literary industries, including print and digital publishing, editing, arts curation, new media, and journalism
- With an ability to critically reflect on a wide variety of writing forms and genres within the literary industries, to understand what makes this writing effective and appropriate
- With an ability to understand the implications and demands of literary and cultural management, including understanding how texts are adapted, marketed and produced for a wide variety of contexts
- With an ability to critically engage with the role of new media in the literary industries, including the relationship between gaming and narrative and the innovations around site specific, locative and immersive technologies
- With the skills to become persuasive, powerful and elegant writers in a variety of different forms and for a variety of different contexts
- With the skills necessary to be thorough and efficient researchers of literary forms and their complex cultural histories.

## Programme Learning Outcomes

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### Knowledge and Understanding

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On successful completion of this programme you will have knowledge and understanding of:

- A1. A comprehensive understanding of the conceptual and practical processes involved in producing, editing, publishing and marketing texts for and within the cultural industries
- A2. An in-depth understanding of the varied historical, social, political and economic contexts in which cultural texts operate, this can include the manner of publication, the modes of mediation, the assumed patterns of readership and reception.
- A3. A detailed understanding of the varied registers in which cultural texts effectively communicate, including journalism, arts writing, scriptwriting, fiction, experimental writing, documentaries, curation and marketing
- A4. A sophisticated understanding of the function and practical application of theories of literary and communication studies to the commercial worlds of the cultural industries, this can include theories of authorship, reading, adaptation, translation and remediation
- A5. Specialist knowledge of specific areas within the contemporary literary and communicative industries including the effects of new media and the digital humanities on reading and writing, the role of gaming and site specific narratives, publishing and reception histories, debates around copyright and intellectual ownership, the roles of translation and adaptation, the significance of tourism and the heritage industries

### Teaching and Learning Methods

#### Teaching and Learning Methods

Your knowledge and understanding are developed largely through seminars and student-centred learning experiences, supported by a programme of lectures and workshops. You will be strongly encouraged to make use of Library and Web resources throughout the course and to extend your independent learning skills.

## Assessment Methods

### Assessment Methods

Your knowledge and understanding (for all exit awards and pathways) are tested through assessed coursework involving essays, library and data retrieval exercises, annotated bibliographies, oral presentations, and take-away examinations. To gain the full MA award, you will also need to complete an independent extended project. This independent project constitutes the full expression of the skills that you have acquired: it requires breadth and complexity of knowledge and understanding, analytic ability and the fluent presentation of that in an appropriate academic style.

## Subject Specific Intellectual and Research Skills

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On successful completion of this programme you will be able to:

- B1. Confidently evaluate and apply independent research methods and literary and communicative cultural theories to practice, examples may include questions of authorship, literary patronage, local, national and global publishing houses, print and online journalism, heritage and arts organisations
- B2. Independently trace the developments of key concepts through specific case studies taken from literature, publishing, arts, and cultural management and to understand the intersections between them.
- B3. Successfully conduct an advanced and independent analysis of a case study that involves a text based creative industry and to develop a cultural practice and writing skills that can respond appropriately to this analysis
- B4. Formulate and test interpretations from a range of different critical positions
- B5. Distil and critically evaluate theoretical arguments and approaches

## Teaching and Learning Methods

For all exit awards, these subject specific intellectual and research skills are acquired largely through seminars and student centred learning experiences, such as oral presentations, group work, and individual consultation. Library and Web resources will be used throughout the course.

## Assessment Methods

Your cognitive skills are tested through assessed coursework involving extended essays, oral presentations, and practical tests such as the analysis of primary texts. The independent project requires you to complete a portfolio of work. These assessments will test your final acquisition of cognitive skills, taking you from the articulation of concepts to their synthesis, and from identification of problems through their evaluation to problem solving and the formulation of an independent argument.

## Transferable and Generic Skills

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On successful completion of this programme you will be able to:

- C1. Write in an advanced academic manner by following scholarly protocols of organization, citation, and rhetorical presentation (proper diction and style)
- C2. Write fluently in a range of styles that are particularly relevant to the text-based cultural industries, including arts writing, journalism, documentaries, broadcasting, pitches and press releases
- C3. Communicate research findings appropriately and persuasively in terms of written and oral presentation
- C4. Revise and edit texts according to a professional standard
- C5. Demonstrate interpersonal skills and be able to recognise and work with contested responses to a piece of writing to arrive at a considered judgement.
- C6. Identify, select and utilise a wide range of printed and internet sources
- C7. Present knowledge and argument in a clear, structured and comprehensible manner, adapted to the needs or requirements of a particular audience or exercise.
- C8. Understand how to resolve textual, visual cultural, historical, and practical problems that specific case studies may raise.
- C9. Manage deadlines and make effective use of your time
- C10. Demonstrate self-confidence and self-awareness both in collaborative activities and independent study

### Teaching and Learning Methods

Your key skills are developed through the programme's emphasis on active participation, independent learning, creativity, and personal initiative. You are expected to read widely beyond the parameters of individual modules. Your ability to take responsibility for your work and to exercise initiative is aided by activities such as seminar presentations, group work and other student-centred learning experiences, as well as by essays.

The MA is distinguished from the Postgraduate Diploma by the supervisory methods used and the assessed outcome. Your 15,000-word final project will enable you to demonstrate your ability to use your initiative in developing an individual vision, working independently, realising it in textual form, and managing any problems that emerge along the way, with supervisory assistance.

### Assessment Methods

Your key skills are tested through assessed coursework involving essays, oral presentations, practical tests, and where appropriate, take-away examinations. The final project constitutes the means by which the acquisition of Key Skills appropriate to the MA is distinguished from that of the Diploma.

## Subject Specific Practical Skills

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On successful completion of this programme you will be able to:

- D2. To develop an ability to write within the registers, conventions and forms that communicating in the creative industry involves. Examples may include: writing copy, developing pitches, applying for grants, writing reviews, giving interviews, constructing and delivering marketing campaigns.
- D3. An understanding of how to solve the rhetorical, textual, curatorial, cultural, historical, and practical problems that writing in the creative industries involves.
- D4. An ability to identify and engage various audiences and publics, including demonstrating an awareness of diverse audiences and their needs, along with the ethical and health & safety issues implicated within these considerations.
- D5. An ability to work within the economic and commercial parameters through which the text-based creative industries operate, including an awareness of marketing, funders, small and large institutions

## Programme Structure

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The programme structure table is below:

Information about pre and co-requisites is included in individual module profiles.

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

### Part 1 (Year 1)

This is a one year (full-time) programme. It consists of three compulsory core modules and an independent project, as well as a choice of option modules.

You must take modules worth 180 CATS - to be awarded an MA. This is broken down into 90 CATS for core and compulsory modules, 30 CATS for optional modules, and 60 CATS for the independent final project.

There are, however, two other exit points. If you take and pass two core modules worth 60 CATS, you will be awarded a PG Certificate. If you take all modules except the dissertation (120 CATS), you will receive a PG Diploma.

(CATS = Credit Transfer and Accumulation Scheme).

The programme structure table is below. Information about pre and co-requisites is included in individual module profiles.

Availability of Modules:

The information contained in programme specification is correct at the time it was published. If we do have insufficient numbers of students interested in an optional module, this may not be offered. If an optional module will not be run, we will advise you as soon as possible and help you choose an alternative module.

### Part 1 (Year 1) Core Modules

| <b>Code</b> | <b>Module Title</b>                          | <b>ECTS</b> | <b>Type</b> |
|-------------|--|-------------|-------------|
| ENGL6144    | Approaches to Critical and Creative Concepts | 15          | Core        |
| ENGL6145    | Communicating the Cultural Industries        | 15          | Compulsory  |
| ENGL6142    | Literary Industries and New Media            | 15          | Compulsory  |

### Part 1 (Year 1) Optional Modules

| <b>Code</b> | <b>Module Title</b>                              | <b>ECTS</b> | <b>Type</b> |
|-------------|--|-------------|-------------|
| ENGL6129    | Special Project (Text, Culture, Theory)          | 7.5         | Optional    |
| TRAN6012    | Cultural Flows                                   | 7.5         | Optional    |
| ENGL6141    | Fiction Before Austen                            | 7.5         | Optional    |
| ENGL6139    | Jane Austen and the Heritage Industry            | 15          | Optional    |
| ENGL6113    | Jane Austen's Style                              | 7.5         | Optional    |
| HUMA6015    | Narrative Non-Fiction: The Interdisciplinary Art | 7.5         | Optional    |
| ENGL6115    | Scriptwriting                                    | 7.5         | Optional    |
| ENGL6133    | Shakespeare and his World                        | 7.5         | Optional    |
| ENGL6126    | Special Project (Text, Context, Intertext)       | 7.5         | Optional    |
| ENGL6127    | Special Project (Text, Context, Intertext)       | 7.5         | Optional    |
| ENGL6128    | Special Project (Text, Culture, Theory)          | 7.5         | Optional    |
| FILM6044    | The Holocaust in American Film                   | 7.5         | Optional    |

## Part II (Year 1)

| Code     | Module Title  | ECTS | Type       |
|----------|---|------|------------|
| ENGL6143 | Final Project (Global Literary Industries Management) | 30   | Compulsory |

### Progression Requirements

The programme follows the University's regulations for [Progression, Determination and Classification of Results : Undergraduate and Integrated Masters Programmes](#) and [Progression, Determination and Classification of Results: Postgraduate Master's Programmes](#) as set out in the University Calendar: <http://www.calendar.soton.ac.uk/sectionIV/sectIV-index.html>

### Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling. Support includes daily Drop In at Highfield campus at 13.00 – 15.00 (Monday, Wednesday and Friday out of term-time) or via on-line chat on weekdays from 14.00 – 16.00. Arrangements can also be made for meetings via Skype.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia).
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career and Employability services, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls and in the local community, (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Students' Union provides

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

### Methods for evaluating the quality of teaching and learning



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You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation questionnaires for each module of the programme;
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committees, Faculty Programmes Committee OR providing comments to your student representative to feed back on your behalf;
- Serving as a student representative on Faculty Scrutiny Groups for programme validation;
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group.

The ways in which the quality of your programme is checked, both inside and outside the University, are:

- Regular module and programme reports which are monitored by the Faculty;
- Programme validation, normally every five years;
- External examiners, who produce an annual report;
- A national Research Exercise Framework (our research activity contributes directly to the quality of your learning experience);
- Higher Education Review by the Quality Assurance Agency.

Further details on the University's quality assurance processes are given in the [Quality Handbook](#).

## Career Opportunities

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This MA is designed to meet the professional skills that communicating in the literary and cultural industries require.

As well as providing students with the analytical and practical skills for working in the cultural industries its varied portfolio of assessment forms, which include writing reviews, analysing case studies, developing pitches and offering a critical account of a marketing campaign that would increase the engagement of the University's own international community with its campus arts provision, are all employability activities that the students will be able to evidence to future employers.

## External Examiner(s) for the programme

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Name: Professor Dale T Townshend - Manchester Metropolitan University

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their Personal Academic Tutor in the first instance.

**Please note:** This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook.



## Appendix 1:

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme also have to pay for:

### Additional Costs

| Type                            | Details   |
|---------------------------------|---|
| Printing and Photocopying Costs | Where possible, coursework such as essays; projects; dissertations is likely to be submitted on line. However, there are some items where it is not possible to submit on line and students will be asked to provide a printed copy.<br><br>A list of the University printing costs can be found here:<br><a href="http://www.southampton.ac.uk/isolutions/students/printing/">http://www.southampton.ac.uk/isolutions/students/printing/</a> |
| Books and Stationery equipment  |   |

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at [www.calendar.soton.ac.uk](http://www.calendar.soton.ac.uk).