Goldsmiths
UNIVERSITY OF LONDON

MA Culture Industry
Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Final Award: MA

Programme Name: MA Culture Industry

Total credit value for programme: 180 credits

Name of Interim Exit Award(s):

Postgraduate Certificate in Culture Industry

Postgraduate Diploma in Culture Industry

Duration of Programme: 1 year full-time or 2 years part-time

UCAS Code(s): Not applicable

HECoS Code(s): (101233) Cultural Studies

QAA Benchmark Group: Not applicable

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: July 2023

Home Department: Media, Communications and Cultural Studies (MCCS)

Department(s) which will also be involved in teaching part of the programme:

Not applicable

Programme overview

The aim of this programme is to develop theoretical and practice-based research in the field of the Culture Industry. It aims to both test and expand this significant but as yet under-theorised paradigm.

MA Culture Industry is embedded in the Department's ethos of diversity and interdisciplinarity. This is reflected in the combination of theory and practice which allows us to challenge norms and engage with real-world issues. The programme is theory-driven, but grounded in practice, and both strands inform and shape one another. Students can choose up to 30 credits of option modules, and often these are in practice modules, supporting the student's learning in the Research Lab. Students are also given opportunities to apply theory to actual empirical problems through their dissertation project and additional

assignments and presentations, such as the Minor/Major Project or Placement, also in the Research Lab. Focused seminar discussion also often departs from and addresses students' life and work experience as they open into larger social and political debates, and the recent introduction of pedagogical tools such as 'workers inquiry' have made these even more concrete.

A crucial element of the programme is providing a platform for research into the nature of work in culture industries. Ethnographic accounts of work in culture are combined with accounts of the formation of work in contemporary societies drawn from social theory. Students are encouraged to engage with work as a problematic ready for reinvention. As such, this programme builds upon key research internationally associated with Goldsmiths in areas such as cultural studies, sociology, art and politics and visual cultures.

Building upon a significant cross-over between theory and practice, this programme is a key site of knowledge transfer. The programme engages students in a substantial and critical analysis of what is meant by creativity and its organisation in culture. Developing theories of distributed creativity and its social, cultural and technical manifestations as have emerged in platform economies and online environments for creative practice provide strong real-world resources here. Questions of cultural policy, drawing upon theories and practices of institutions, governmentality, and the economy of 'projects' also provide a key node of activity for the programme. Drawing on the shared root of the word experiment with experience, the programme examines and test the relation of culture to processes of subjectivation and questions around property and exploitation, linking to key theorisations in decolonial, gender, queer, critical race theory and other liberation paradigms. Equally, it will draw upon the increasing cross-over with scientific programmes around culture and the question of technical and scientific means for cultural production. As such, this programme does not propose to make cultural studies an agent of economic pragmatism, but to develop an experimental pragmatics of culture.

Programme entry requirements

This Masters programme is aimed at graduates with an interest in working and intervening in the Cultural Industries. Some candidates may come via the traditional academic route, while others will have experience of working within the cultural field in some way prior to undertaking the programme.

Candidates will normally have either an undergraduate degree in the humanities or social sciences or in practice-based fields such as fine art, design or computing. In all cases, applicants will be expected to be interested in and capable of working in interdisciplinary contexts. An upper second class honours degree or its equivalent in a relevant discipline is normally required. In exceptional circumstances, outstanding practitioners or theorists may arrive at the programme via other routes. Non-native speakers of English will normally have to satisfy the University of London requirements of IELTS (6.5). Such students will also be encouraged to use the resources of the English Language Centre.

As part of their application process, within their statement of interest, students are asked to propose a research topic which might form the core of their work in the Lab and that might likely be developed for their dissertation. This statement allows students to strategise their work and can be used to connect such students with leading researchers in Goldsmiths, and for the arrangement of placements and field-trips. Finally, all applicants to the programme are interviewed by the Programme Convenor to ensure they understand the unique mix of theory, practice and independent study that characterises this programme.

Programme learning outcomes

Students learn to contextualise, historicise, and theorise developments in the culture industries with reference to key debates in policy, sociology, critical theory, art theory, media and cultural studies.

The programme aims to enable students to achieve academic and professional excellence in cultural production. By the time the students graduate, they will have developed interdisciplinary capacities in theory and practice and be able to understand and critically engage with culture industry in terms of work, experiment, creation and participation. They are prepared to engage with the aesthetic, political, social and economic contexts of the Culture Industry, and, through lab-work and through placements, have the confidence for active production of and critical and speculative reflection on culture. In the dissertation, they have learned to carry out a significant project of research with relevance to the Culture Industry as studied and practiced in compulsory and option modules and to communicate and critically evaluate the process and results of this project.

A Postgraduate Certificate in Culture Industry will be awarded to students who achieve 60 CATS by passing both compulsory modules, Theories of the Culture Industry and Practices of the Culture Industry. Students awarded the Postgraduate Certificate will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Systematically understand key concepts and methodologies of the study of the culture industry	Theories of the Culture Industry; Practices of the Culture Industry
A2	Apply cultural theory to a range of cultural forms including arts, fashion, cinema, advertising and music	Theories of the Culture Industry
A4	Explore the place of cultural practices and cultural forms in relation to larger social and economic shifts	Practices of the Culture Industry

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Creatively and critically engage with the ongoing determination of the field of study and activity referred to as the culture industry	Theories of the Culture Industry; Practices of the Culture Industry
B2	Develop a directed and comprehensive path of work within culture reflecting individual concerns and the complex nature of the field	Theories of the Culture Industry; Practices of the Culture Industry
B3	Contextualise theory and, recognising its material differences, engage it in productive tension with different forms of practice	Theories of the Culture Industry; Practices of the Culture Industry

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Reflect on your own professional and research practices in the culture industry	Practices of the Culture Industry
C2	Critically understand contemporary approaches to culture and to actively engage within cultural fields in original ways	Theories of the Culture Industry; Practices of the Culture Industry

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Act autonomously to produce extended written work of a high academic standard.	Theories of the Culture Industry; Practices of the Culture Industry
D2	Apply individual initiative to develop learning strategies for the ongoing acquisition of skills and knowledge.	Theories of the Culture Industry; Practices of the Culture Industry

A Postgraduate Diploma in Culture Industry will be awarded to students who achieve 120 CATS by passing both compulsory modules, Theories of the Culture Industry and Practices of the Culture Industry, as well as the Culture Industry Research Lab and 30 CATS of options. Students awarded the Postgraduate Diploma will also be able to:

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Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Present advanced and systematic knowledge of recent and relevant literature in the field of media, communications and cultural studies and demonstrate a critical awareness of current theoretical problems.	Option modules
A2	Consolidated and deepened their understanding of related subject areas in which they have an interest through the choice of options offered on the programme.	Option modules
A3	Test theories and questions concerning the culture industry through making practical interventions in real-world situations	Culture Industry Research Lab: Minor Project or Placement

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Systematically and creatively engage in debates and develop reflective commentary taking into account a range of views and perspectives from media, communications and cultural studies.	Option modules
B2	Synthesise complex datasets derived from first-hand study and informed by theoretical approaches to create coherent and compelling analytical accounts of cultural industries and creative work	Culture Industry Research Lab: Minor Project or Placement

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Engage with and apply wider debates and practices in media, communications and cultural studies.	Option modules
C2	Demonstrate that they can produce significant pieces of written work of a high academic standard (i.e. adequately researched, planned and structured, clearly written, well- presented and following academic conventions).	Option modules
C3	Initiate projects and other forms of research that actively work with and test the main concepts and methodologies of the study of the culture industry	Culture Industry Research Lab: Minor Project or Placement

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Demonstrate a range of advanced communication and discussion skills in written and oral contexts that deepen your knowledge of cultural theory.	Option modules
D2	Develop the ability to work in an interdisciplinary context and to transfer information and collaborative materials from one kind of work to another	Culture Industry Research Lab: Minor Project or Placement
D3	Communicate ideas, plans and projects to different kinds of collaborators	Culture Industry Research Lab: Minor Project or Placement

In addition to the Learning Outcomes for the Postgraduate Certificate and Postgraduate Diploma, students who successfully complete MA Culture Industry will also be able to:

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate a systematic and advanced understanding of relevant theoretical concepts and methodologies, identifying strengths, weaknesses and gaps.	Final Dissertation, Project or Placement
A2	Appreciate a range of methodological issues surrounding the production of innovative research related to the culture industry.	Final Dissertation, Project or Placement
A3	Advance their critical understanding of one particular issue in contemporary culture in relation to broader concepts of the culture industry.	Final Dissertation, Project or Placement
A4	Systematically understand the ethical dimensions of combining research and practice in academic work and in the field	Final Dissertation, Project or Placement

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Identify and apply appropriate theoretical concepts and methodologies in response to existing empirical or theoretical problems and/or suggest lines of enquiry relevant to those contexts.	Final Dissertation, Project or Placement

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Design and undertake a specialist research project, organise the findings, and present them in the form of a single-authored, original piece of academic writing.	Final Dissertation, Project or Placement
C2	Act autonomously in the execution of a piece of research and take responsibility for both ethical and practical decisions, and for presenting the findings in a clear and coherent form.	Final Dissertation, Project or Placement
C3	Debate salient academic, ethical and technical issues relevant to research methods, and draw on this awareness in designing an effective research project.	Final Dissertation, Project or Placement

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Show independence and creativity in self-learning, exercise initiative and taking personal responsibility for work.	Final Dissertation, Project or Placement
D2	Design, take part in and lead projects within the culture industry and to be able to plan and undertake independent projects	Final Dissertation, Project or Placement

Grading Criteria

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/ Exceptional)	A mark of 80-100% is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree. Such work may be of publishable quality and contribution to debate within the field.
70-79%	Distinction	A mark of 70-79% is awarded when the essay demonstrates the application of appropriate knowledge, understanding and skills specified in the learning outcomes of the module to a very effective extent. The work will show evidence of extensive relevant reading and an impressive grasp of current major issues in the field. This knowledge will have been

		reviewed critically with insight and independence of thought. Arguments and the presentation of evidence will demonstrate sophisticated reasoning, with clear awareness of issues of methodology and evidence, and be particularly clear, well-focused and cogent. A mark of 80% or higher is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree. Such work may be of publishable quality, and will be a significant contribution to debate within the field.
60-69%	Merit	A mark of 60-69% is awarded when candidates demonstrate the application of appropriate knowledge, understanding and skills specified in the module learning outcomes to an effective extent. The essay will show consistency and fluency in discussing and evaluating evidence and theories drawn from a wide range of sources. They will demonstrate an ability to relate this reading to their topic, and will clearly have understood and assimilated the relevant literature. A mark of 50-59% is awarded when the essay demonstrates the application of appropriate knowledge, understandings and skills specified in the learning outcomes of the module to a satisfactory extent. There is clear evidence of knowledge and understanding, but where there may be limited development of ideas, critical comment or methodology. Within these limitations there will be indication that the candidate has grasped fundamental concepts and procedures in the field.
50-59%	Pass	A mark of 50-59% is awarded when the essay demonstrates the application of appropriate knowledge, understandings and skills specified in the learning outcomes of the module to a satisfactory extent. There is clear evidence of knowledge and understanding, but where there may be limited development of ideas, critical comment or methodology. Within these limitations there will be indication that the candidate has grasped fundamental concepts and procedures in the field.
30-49%	Fail	A mark of 30-49% is awarded when the candidate demonstrates an unsatisfactory application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module.
10-29%	Bad fail	A mark of 10-29% is awarded when the assessed work demonstrates a significant overall failure to achieve the Learning Outcomes, and where there is no evidence of

		recognition of the question nor of how it might be responded to.
1-9%	Very bad fail	A submission that does not even attempt to address the specified learning outcomes.
0%	Non submission or plagiarised	A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment.

Mode of study

On campus.

A range of teaching methods is employed to support the learning outcomes detailed above. Students take modules organised around the recognised protocols of lectures and seminars, as well as individual tutorials to discuss written work and general progress, workshops, project work and student presentations.

A strong pathway of placements within the culture industry is integral to the ethos of the programme with students able to take these as a major and / or minor component in the latter part of the module. Throughout the programme students are involved in the development of projects via the use of the Lab facilities. The lab's engagement with the production of culture also involves a 'Individual Learning Plan' component which is aimed at developing and supporting self-sustaining learning practices beyond the period of the module.

Students are encouraged to study independently and to make full use of the extensive libraries available to all University of London students. Students are strongly encouraged to attend the full range of seminars taking place throughout the University of London and beyond. Events of particular interest to this cohort are publicised via social media and the VLE forum.

Programme structure

The MA consists of a range of compulsory and option modules and a dissertation. Students are required to accumulate 180 CATS points to graduate - the equivalent of 4 x 30 CATS modules and a dissertation valued at 60 CATS points. In addition to the compulsory modules, students choose options from those offered by the Department of Media, Communications and Cultural Studies, as well as the Anthropology, English, History, Computing, Sociology, Politics and International Relations, and Visual Cultures Departments.

Essays are 5,000-6,000 words. Assessed essays test the ability of the student to sustain a coherent and original argument on the basis of their reading and research throughout the

duration of the course. Students are expected to discuss the content of their essay with their module convenor.

Minor Project documentation is 3,000 words; Minor Placement essay is 5,000 words. The production of practical projects will involve the submission of some form of documentation for assessment purposes, and where possible, direct access to the objects, process or events produced. The appropriate form of documentation will depend upon the nature of the project. Well-structured documentation should use media suited to the kinds of information, process, object or event chosen for recording and representation. Such documentation should also develop the cultural qualities and concerns of the research in relation to its formal structure.

Final project options are as follows: Dissertation (10,000 –12,000 words); Major Project (6,000 word essay + documentation); Major Placement (10,000 word essay). The written component of a dissertation develops and assesses the capacity of students to work independently, to define a research problem and design the research and presentation and, where applicable, to collect suitable and reliable data. The dissertation promotes and tests the ability to construct a clear argument on a complex and extensively treated topic. Students are tested for their ability to produce an appropriately scaled initiative in practice-based research.

Full-time mode

Module Name	Module Code	Credits	Level	Module Type	Term
Theories of the Culture Industry: Work, Creativity and Precariousness	MC71207A	30	7	Compulsory	1
Practices of the Culture Industry	MC71206A	30	7	Compulsory	2
Option modules(s) from appropriate related fields to the value of 30 CATS	Various	30	7	Compulsory	1-2
Culture Industry Research Lab: Minor Project or Placement	MC71208A	30	7	Compulsory	2
Culture Industry Dissertation OR Major Project OR Major placement	MC71209A	60	7	Compulsory	3

Part-time Mode

Academic year of study 1

Module Name	Module Code	Credits	Level	Module Type	Term
Theories of the Culture Industry: Work, Creativity and Precariousness	MC71207A	30	7	Compulsory	1
Practices of the Culture Industry (or Year 2)	MC71206A	30	7	Compulsory	2
Culture Industry Research Lab: Minor Project or Placement	MC71208A	30	7	Compulsory	2

Academic year of study 2

Module Name	Module Code	Credits	Level	Module Type	Term
Practices of the Culture Industry (if not taken in Year 1)	MC71206A	30	7	Compulsory	1
Option modules(s) from appropriate related fields to the value of 30 CATS	Various	30	7	Compulsory	2
Culture Industry Dissertation OR Major Project OR Major Placement	MC71209A	60	7	Compulsory	3

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least three a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an

opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the Library and information available on Learn.gold (VLE) so that they have access to department/programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the Goldsmiths website and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The Disability and Wellbeing Services maintain caseloads of students and provide on-going support.

The Careers Service provides central support for skills enhancement, running The Gold Award scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report (HEAR).

The Centre for Academic Language and Literacies works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

Placement opportunities

Students draw on their own professional networks, Goldsmiths careers resources in the Department and at College level and close consultation with both the Research Lab lecturer and the Programme Convenor to draw up lists of potential placements and to support applications. These rich and tailored professional opportunities are central to students' motivation to enrol in the programme.

Employability and potential career opportunities

Graduates of the MA Culture Industry are expected to be: people enriching ongoing cultural work with a period of focused education; cultural practitioners wanting to expand their understanding of the contexts of cultural production and to use these as the sites of their work; it is expected that graduates progress into work in cultural policy; in cultural institutions and in independent organisations. It is also expected that the MA acts as a gateway into practice-based and practice-led research and doctoral degrees.

Programme-specific requirements

Part-time candidates are expected to pass all of their first year curriculum elements before progressing onto the second year. Full-time and second year part-time candidates are normally required to have passed all written papers before proceeding to their dissertation.

Tuition fee costs

Information on tuition fee costs is available at: https://www.gold.ac.uk/students/fee-support/

Specific programme costs

Students should expect to cover inner-London transport costs and lunch expenses for the several field trips conducted in the Research Lab