

Film Studies - notes

There are 161 courses currently advertised via UCAS for 2012 as “Film Studies” across 27 institutions. However, data from other sources (HESA / Dina) suggests there may be around 30 institutions offering a BA/MA Hons in Film Studies.

JACS Coding

UCAS and to HESA require institutions to map/allocate each subject element of an award intention to an appropriate subject code (using the Joint Academic Coding System (JACS)). JACS coding also forms the basis of analysis for the National Student Survey and within most league tables.

At the moment, there is no single JACS code that appropriately describes Film Studies (as we know it at St Andrews). Therefore, institutions are mapping courses across different subject groups.

I estimate that around 73% of the film studies programmes are returned to HESA as Mass Communications and Media Studies (P3*). The remaining 27% are mapped to Creative Arts & Design (Cinematography W6*).

For the purposes of league tables, this means that subjects coded within the Mass Media & Communications JACS group are being reported alongside the following subjects:

Table 1: Media Studies (P3*) JACS subjects

JACS Code	Name	Description
P300	Media studies	The study of communication between people through broadcasting, cinema, the press and by electronic means. May involve the study of the media industry, technical innovations and the role of audiences.
P301	Television studies	The study of communication between people through television. May involve study of the television industry, technical innovations and the role of audiences. Concentrates on business, management and financial aspects and not on the production of the artwork and ideas themselves.
P302	Radio studies	The study of communication between people through radio. May involve study of the radio industry, technical innovations and the role of audiences. Concentrates on business, management and financial aspects and not on the production of the artwork and ideas themselves.
P303	Film studies	The study of communication between people through film. May involve study of the film industry, technical innovations and the role of audiences. Concentrates on business, management and financial aspects and not on the production of the artwork and ideas themselves.
P304	Electronic media studies	The study of the communication of people through electronic media. May involve study of the internet, worldwide web, technical innovations and the role of audiences. Concentrates on business, management and financial aspects and not on the equipment and technology.

P305	Paper-based media studies	The study of the communication between people through paper-based media. May involve the study of books, newspapers and magazines, technical development and the role of audiences. Concentrates on business, management and financial aspects and not on the printing and technical expertise.
P310	Media production	The study of the organisation and presentation of media events.
P311	Television production	The study of the organisation and presentation of events on television.
P312	Radio production	The study of the organisation and presentation of events on radio.
P313	Film production	The study of the organisation and presentation of events on film.
P390	Media studies not elsewhere classified	Miscellaneous grouping for related subjects which do not fit into other Media studies categories. To be used sparingly.

(Source: HESA JACS 2.0)

Subjects highlighted in yellow show those most likely to be used to represent Film studies.

Subjects coded within the Creative Arts & Design JACS group are being reported alongside the following subjects:

Table 2: Creative Arts (Cinematography W6*) JACS subjects

JACS Code	Name	Description
W600	Cinematics & photography	The study of all aspects of film making.
W610	Moving image techniques	The study of the techniques and principles associated with the production of moving image sequences.
W611	Directing motion pictures	The study of/training in the direction and arrangement of equipment and actors in the production of a moving image sequence.
W612	Producing motion pictures	The study of/training in all aspects of the production of a moving image sequence other than acting and directing.
W613	Film & sound recording	The study of/training in the recording of audio and video elements in the production of a moving image sequence.
W614	Visual & audio effects	The study of/training in the production of special visual and/or audio effects in the production of moving image sequences.
W615	Animation techniques	The study of/training in the particular techniques associated with the creation of the illusion of movement in a video sequence, by the filming of successive drawings or the positions of puppets.
W620	Cinematography	The study of the purely artistic elements of moving image sequences.
W630	History of cinematics & photography	The study of the development of moving image and still image generation.
W631	History of cinematics	The study of the development of the generating of

		moving images.
W632	History of photography	The study of the development of the generating of still images.
W640	Photography	The study of/training in all aspects in the creation of still images on photographic film or plates.
W690	Cinematics & photography not elsewhere classified	Miscellaneous grouping for related subjects which do not fit into the other Cinematics and Photography categories. To be used sparingly.

(Source: HESA JACS 2.0)

Subjects highlighted in yellow show those most likely to be used to represent Film studies.

Recommendation:

The group should consider an approach HESA/UCAS with an appropriate definition and subject title for a more suitable JACS to represent this particular “brand” of Film Studies.

National Student Survey

The results of the National Student Survey are reported at the subject level using JACS. Tables 3a and 3b below show the rates of satisfaction for those institutions offering BA Hons Film Studies (as supplied by Dina). Because institutions opt to place Film Studies in different JACS groups, it is very difficult to ascertain appropriate comparator groups. The same applies to the league tables.

Table 3a:

National Student Survey 2011 Media Studies (P3)

% Agree: Overall, I am satisfied with the quality of my course

Institution	% Satisfied	Number of Respondents	Sample size
BRUNEL UNIVERSITY	88%	43	69
CANTERBURY CHRIST CHURCH UNIVERSITY	78%	76	125
DE MONTFORT UNIVERSITY	80%	121	175
EDGE HILL UNIVERSITY	70%	85	158
KING'S COLLEGE LONDON	94%	39	53
LANCASTER UNIVERSITY	92%	27	50
MIDDLESEX UNIVERSITY	74%	53	88
QUEEN MARY, UNIVERSITY OF LONDON	76%	51	75
QUEEN'S UNIVERSITY BELFAST	83%	43	75
ROEHAMPTON UNIVERSITY	79%	34	57
ROYAL HOLLOWAY, UNIVERSITY OF LONDON	86%	62	107
SHEFFIELD HALLAM UNIVERSITY	57%	266	385
THE UNIVERSITY OF WEST LONDON	72%	53	79
UNIVERSITY OF CENTRAL LANCASHIRE	89%	25	42
UNIVERSITY OF EAST ANGLIA	87%	71	122
UNIVERSITY OF EAST LONDON	78%	61	97
UNIVERSITY OF HULL	92%	26	43
UNIVERSITY OF LEEDS	26%	27	41

UNIVERSITY OF LEICESTER	87%	38	45
UNIVERSITY OF LINCOLN	73%	155	209
UNIVERSITY OF PORTSMOUTH	78%	130	223
UNIVERSITY OF SOUTHAMPTON	86%	35	56
UNIVERSITY OF STIRLING	94%	49	77
UNIVERSITY OF SUSSEX	90%	137	196
UNIVERSITY OF ULSTER	74%	51	85
UNIVERSITY OF WARWICK	93%	29	49
UNIVERSITY OF WINCHESTER	71%	75	124

Table 3b:
National Student Survey 2011 Creative Arts - Cinematography (W6)
% Agree: Overall, I am satisfied with the quality of my course

Institution	% Satisfied	Number of Respondents	Sample size
CANTERBURY CHRIST CHURCH UNIVERSITY	77%	80	124
ABERYSTWYTH UNIVERSITY	91%	58	98
DE MONTFORT UNIVERSITY	66%	78	107
MIDDLESEX UNIVERSITY	73%	56	74
ROEHAMPTON UNIVERSITY	52%	50	74
ROYAL HOLLOWAY, UNIVERSITY OF LONDON	86%	44	81
SHEFFIELD HALLAM UNIVERSITY	51%	47	79
UNIVERSITY OF CENTRAL LANCASHIRE	62%	80	141
UNIVERSITY OF EXETER	88%	48	64
UNIVERSITY OF GLASGOW	88%	28	41
UNIVERSITY OF LEEDS	84%	25	40
UNIVERSITY OF LINCOLN	76%	29	37
UNIVERSITY OF NOTTINGHAM	90%	33	56
UNIVERSITY OF PORTSMOUTH	74%	68	100
UNIVERSITY OF SOUTHAMPTON	77%	39	58
UNIVERSITY OF ULSTER	86%	24	32

Student Population

Table 4 below shows the population (a headcount) of students enrolled on programmes where the award intention is either Media Studies or Cinematography. Note the figures here relate to all programmes returned as P3* or W6* rather than just BA/MA Hons Film Studies:

Table 4: Registered Population of Students on P3* and W6* programmes by academic year.

	P3 Media Studies				W6 Cinematics & Photography			
	2007/08	2008/09	2009/10	2010/11	2007/08	2008/09	2009/10	2010/11
Sector Population	23230	23415	24365	25245	12125	13190	15280	16960
No. of Entrants	11845	12130	14020	13340	6335	7215	8410	8685

Recommendation:

Much of the work here is estimation. To get a clear sense of the number of students participating in BA Hons Film Studies programmes and to which subject groups these are being returned, the group should consider purchasing the data from HESA. I can draft a specification and arrange for a quotation if required.