Media and Publishing
BA (Hons)
Overview
The media and publishing industry is rapidly expanding and developing its digital media brands. These industries need specialist workers who understand different platforms of technology from content management systems to social media. In this degree you will learn how to publish your own work on a broad range of platforms — web, blogs and media — print, video, audio and multimedia. Students studying this course will gain a theoretical and critically reflective understanding of media whilst gaining practical skills as an author and designer of published material in variety of formats including print based publications to broadcast and advertising campaigns to web based publications.

By studying media, you will gain a theoretical understanding of media and will foster your ability to critically comment on media practice. Media combines theoretical and practical skills to enhance your creativity and the technical skills needed to go into the media industry. By studying this subject you will become media practitioners working as a professional writer and able to design media.

Your modules
Year 1
In year 1 all student must take modules from Media Cultures, Journalism, New Media Publishing and Creative Writing.

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<th>Year 1</th>
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<tr>
<td>Media Cultures</td>
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<td>Introduction to Media Communications</td>
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<td>Media and Society</td>
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Year 2
Research Methods
Becoming a Publisher
Magazine Design
Journalism Skills: News
Media in an International Context
Social Media
Journalism Skills: Features
Video Feature

Year 3
Digital Media
Corporate Communications
Web Design for Publishing (double module)
New Media Publishing Project (double module)
Advertising
Campaigns and Careers

Find out more
[go.herts.ac.uk/courses/media-and-publishing](go.herts.ac.uk/courses/media-and-publishing)

Alumni
Tisha Teo
Marketing Executive,
Valiram Group, Malaysia

Chris Haigh
Digital Marketer & Web Developer,
Hertfordshire

Emily Iversen
Press Officer (Science) at Breast Cancer Campaign, UK

“The skills I have picked up over the last three years will aid me endlessly in my career to come and I would do it all again in a blink”

Emma Champion

Please note, the information relating to modules in this hand out are indicative, and subject to change.