Mass Communications +

The Mass communications programme includes the following subjects:

- Media Cultures
- Journalism
- Film
- New Media Publishing
- English Language & Communication

All of these subject pathways are offered on the Mass Communications, Humanities and Joint Honours programmes.

UCAS Code: P300

go.herts.ac.uk/P300

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Mass Communications

Structure of the Mass Communications Programme

Develop the core skills in Mass Communications and enhance your employability while learning about the exciting and ever-changing world of the media.

As a BA (Hons) Mass Communications student, you will be based at the School of Humanities, located on the University’s de Havilland Campus. The School enjoys purpose-built, high-specialisation learning and teaching facilities in an attractive contemporary setting.

This course examines the technological and cultural developments of communications through a multidisciplinary and interdisciplinary approach. It integrates theory and practice and provides a variety of academic and vocational modules. Learn to write like a journalist, design web pages, create an advertising campaign and critically watch a selection of world films. You will learn problem-solving skills, be able to evaluate evidence, arguments and communicate effectively. At the end of the course you will have a portfolio of work to show to prospective employers including: news and features articles you have written, examples of publications and websites and a number of film projects.

For those of you who would like to pursue a career in newspaper journalism, there will also be the opportunity to take a National Council for the Training of Journalists course in the summer, leading to an NCTJ qualification*. We also offer an MA in Journalism and Media Communications and an MA in Film and Television Aesthetics for those who wish to pursue their studies in these areas with the benefit of the Graduate Bursary scheme, resulting in a 20% student discount on the MA fee.

Mass Communications

As a student studying Mass Communications you will find yourself getting involved in a variety of co-curricular activities, across the University. These will provide you with concrete examples of your skills to list on your CV to impress potential employers.

They might include:

+ Opportunities to write for a variety of publications including: Universe (UH student publication), and FAME Magazine (www.fameonline.co.uk)
+ Attending guest talks run by media professionals in magazine publishing, television, advertising and other media-related industries
+ Attending short courses run over the summer for the National Council for the Training of Journalists (NCTJ) a professional qualification*
+ Designing and running film programmes
+ Making promotional films for local charity or not for profit organisations
+ Attending research seminars run by visiting experts in Film and Television Studies
+ Opportunities to do work experience
+ Our Skills Academy status gives you access to key industry players giving workshops and presentations

Find out more...

Come to an Open Day to meet tutors and students and see the facilities. You will find dates on the website. Do not be shy about emailing staff; they will be happy to help you.
go.herts.ac.uk/opendays

Year one modules

Everyone will study Media Cultures in their first and second year. You then have the option to choose three of the four optional subjects to study in these years.

Core

| Media Cultures | Introduction to Media Cultures | Media and Society |

Optional - choose three subjects

| Journalism | Journalism Skills: Print News and Feature Writing, Journalism Law and Ethics |
| Film | Film Production: European Cinema, Film Theory, Film Editing, film criticism |
| New Media Publishing | Graphics for the Web, Web Animation |
| English Language & Communication | Language Analysis, Language, Law and Politics |

Year two modules

In year two, you will study the same combination of subjects as in year one.

Core

| Media Cultures | Research Methods, Media in an International Context |

Optional - choose three same subjects as year one

| Journalism | Journalism Skills: Print News, Markets and Styles, Journalism Skills: Features, Markets and Styles |
| Film | Film Production: European Cinema, Film Theory, Film Editing, film criticism |
| New Media Publishing | Design for Print, Digital Storytelling |
| English Language & Communication | Language in Society, Language, Law and Politics |

Final year modules

In your final year you can choose to follow the same structure as year one and two, or you can specialise in up to two subjects. For example, you can specialise in Film by selecting all four Film modules, or you could specialise in two subjects by selecting all four modules for both.

Optional

| Media Cultures | Digital Media, Advertising, Marketing and Corporate Communications Management, Corporate Advertising and Media Relations |
| Journalism | Journalism, Government and the People, Journalism Professional Portfolio (double module), Online Journalism |
| Film | US Cinema from Studio System to Digital Era, Film in the Global Age, Video Essay, Television Drama |
| New Media Publishing | Web Design 1, Web Design 2, New Media Publishing Project - Work Experience Module (double module) |
| English Language & Communication | Language and Style, Language and Culture, Meaning, Mind and Reality, Meaning in Interaction |

What is it like to study Mass Communications?

Lectures and interactive seminars with plenty of on-line learning and consolidation is the common way you will learn. You will also do several hands-on projects. Most assignments will be assessed on an individual basis. You’ll be expected to contribute to online discussions and to download and read lecture notes from StudyNet, our virtual learning environment. On top of that we also have a huge variety of co-curricular activities ranging from our series of guest speaker talks featuring journalists from the newspaper, magazine and broadcast industry as well as PR, to opportunities to work for our university newspaper and magazine, often leading to the chance to attend news events, fashion shows and music concerts.

To find out more about what our students achieve look visit: http://masscommunications.info/

Select four of the optional subject inserts to build your Mass Communications programme.

Career Opportunities

On the Mass Communications programme you will be able to take work experience modules in Media Cultures, New Media Publishing and Journalism. There are also many opportunities to become involved in film projects. You can opt for the Year Abroad scheme and develop vocational skills that are extremely useful in many employment areas.

These skills include:

+ Critical analysis
+ Research
+ A broad commercial and cultural awareness of the media and creative industries
+ Teamwork
+ Initiation and development of creative work in writing, audio-visual or other electronic media
+ A flexible, creative and independent approach to tasks
+ The ability to work to a brief and meet deadlines

Our graduates have gone on to become media analysts, press officers, event managers, lobbyists, PR consultants and web and magazine journalists.

*additional fees apply