



Media Cultures

Overview

Studying media cultures will encourage you to explore both the historical contexts of media practice and the emergence of new media in an increasingly mediated world. In this course you will learn the different ways in which media communicates, how the various industries are connected and what influence the media has on society. In addition you will develop an in-depth knowledge of specialist subjects such as Public Relations, Advertising and Digital Media, which will complement your other subjects and enable you to work in a broad variety of fields.



What is it like to study Media Cultures?

Media Cultures is taught through weekly lectures and seminars. You will also engage in self directed weekly tasks, which may be case studies, seminar preparation or online discussions.

You will also be expected to engage in a variety of co-curricular activities.

Year one modules

Introduction to Media and Communications

Assessment: 100% coursework

This module introduces you to different theories on media culture. It addresses the different skills that are required for interpreting mediated information in various forms, whether written, pictorial or audio-visual. It also introduces key debates that have occupied the analysis of media culture in recent decades. You are required to read and understand some of the foundational texts in the study of media culture and to appreciate the main ways in which it has been theorised. You are expected to begin applying these theoretical models to specific examples of mediated communication.

Media and Society

Assessment: 100% coursework

In this module you will examine how the current media market has developed and look at the perspectives for the future. In addition you will discuss several key debates in the media, such as media's influence on society, media politics, media and commerce etc.

Year two modules

Research Methods in Media and Communication

Media in an International Context

Final year modules

Digital Media

Advertising

Corporate Communications

Campaigns and Careers



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

They might include:

- Attending guest talks run by 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
- Opportunities to do work experience in Media Cultures
- Our Skills Academy status gives you access to key industry players giving workshops and presentations

*additional fees apply

Entry Requirements:

280 UCAS points. GCSE Maths and English Language at grade C or above.

Contact:

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Career Paths

Jobs where your degree would be useful:

- Information officer
- Magazine journalist
- Market researcher
- Web developer
- Newspaper journalist
- Advertising copywriter
- Writer
- Events Manager