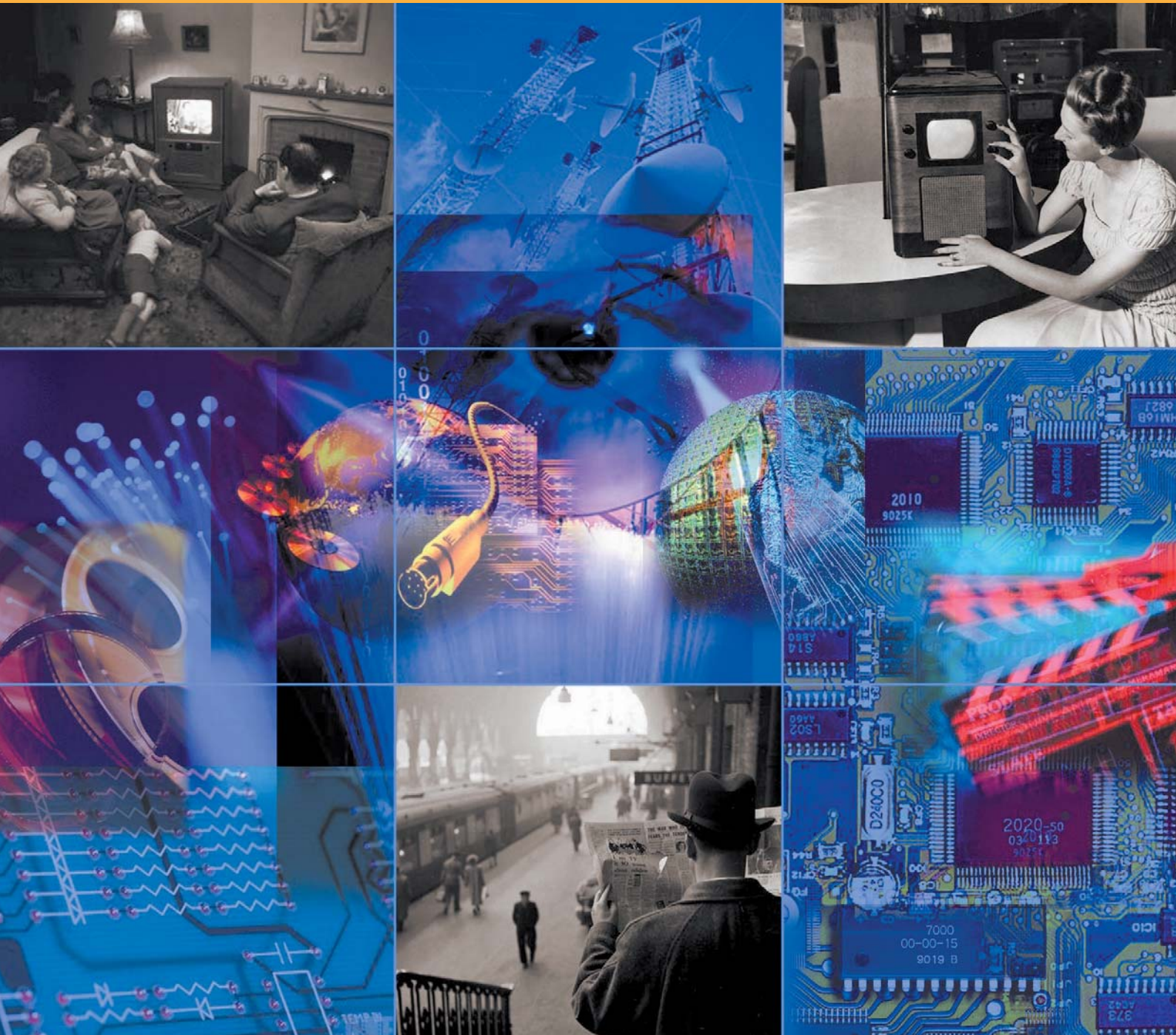


Department *of* Media and Communication
Incorporating the Centre for Mass Communication Research
**Postgraduate Programmes in Media and
Communications (by Distance Learning)**



University of
Leicester

POSTGRADUATE STUDIES

The Department of Media and Communication

The Department of Media and Communication at the University of Leicester is one of the UK's leading centres for research and teaching in communications, media and culture and is internationally recognised for its excellence in methodologically innovative and empirically based research.

Established in 1966, the Department has expertise in many different aspects of communications and media research. Our academic staff have published many books, articles and research reports, many of which have become standard texts around the world.

We provide a supportive and stimulating learning environment in which UK and international students at all levels can engage in debates on the local, national and global nature of contemporary mass media.

Postgraduate Programmes in Media and Communications (by Distance Learning)

Current Programmes

- MA Mass Communications
- MA New Media and Society
- MA New Media, Governance and Democracy
- MA Communications, Media and Public Relations
- MA Communications, Media and Advertising

Each programme shares a common first year (on successful completion of which students may choose to exit with the award of a Postgraduate Certificate in Mass Communications).

The second year makes provision for more specialised study in the topic area identified in each programme's title with the opportunity of further specialisation through the pursuit of a dissertation (for an MA) or for early exit on completion of coursework (for a Postgraduate Diploma).

MA Mass Communications

This programme provides you with the knowledge and research expertise to address a wide range of questions in media and communications such as the changing social uses of media; media production, organisation and control; issues of management, training and ethics in media practice; media regulation; comparative cross-national studies of media; analysis of media texts; the implications of media for the knowledge, beliefs and behaviours of audiences; media technologies; the contribution of media to economic growth, nation-building, community development, and individual identity and well-being.

MA New Media and Society

In addition to a thorough grounding in the origins, theoretical development and research methods used in the study of media and communication, this programme invites you to explore the history, growth and development of the Internet and other related wired and wireless technologies, the different applications to which new communications technologies have been put, and their social and psychological impact upon users and societies. Legal and regulatory factors are examined as are issues linked to the political economy of the Internet. The programme is international



in perspective, examining global developments, but also offers more detailed examination at the local and regional level. It aims to impart knowledge and encourage reflective practice among media professionals.

MA New Media, Governance and Democracy

This programme allows you to build on the broad introduction to media and communication research and specialise by studying the developments that have occurred around the world in the provision of electronic government. The programme examines the political, economic and social reasons for the establishment of e-government and explores online government developments in the wider context of debates about the rapid spread and adoption of new information and communication technologies, e-democracy and the civic engagement of citizens. The programme also considers the importance of these developments in offsetting growing political alienation and distrust of politicians and governments.

MA Communications, Media and Public Relations

The specialised modules in this programme are designed for those wishing to acquire detailed knowledge of the latest research into news access and journalistic practices, and on the growth, functioning and significance of PR in contemporary society. Modules cover PR and propaganda; 'spin' and the role of public relations in political and commercial communication; PR and the new media; media management in times of conflict, PR and the promotional practices of special interest groups; NGOs and the news. There will be opportunities for regional specialisation and a chance to explore PR practices in a global context.

MA Communications, Media and Advertising

This programme places the academic study of advertising in a broad context. The programme is designed for graduates with experience in advertising, marketing or related sectors who seek to enhance their qualifications and for those with an academic background in the social sciences or humanities who aspire to careers, or to teach, in these sectors. The specialist modules explore the advertising industry in a global context, examining advertising as a form of communication shaped by economic, cultural and social factors, and as an occupational practice. These modules will examine how advertising works in different media; advertising history and development; ethical, regulatory and social issues; the nature and impact of advertising; and consumer behaviour and marketing research.



Programme Structure

YEAR ONE

- Key Issues and Approaches in Media Study
 - Media History and Social Regulation
 - Media in Global Context
- Communications and Globalization
 - Investigating Media
 - Media Industries – Convergence, Divergence

Assessment: 5 Assignments and an examination

Postgraduate Certificate
in Mass Communications

YEAR TWO

- Professional Practices
- Audience and Reception

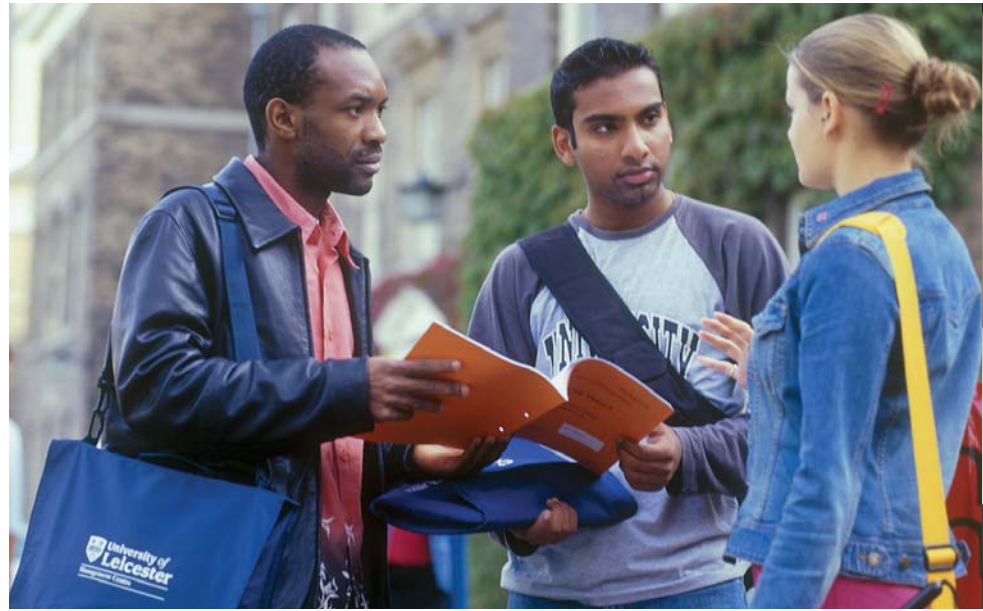
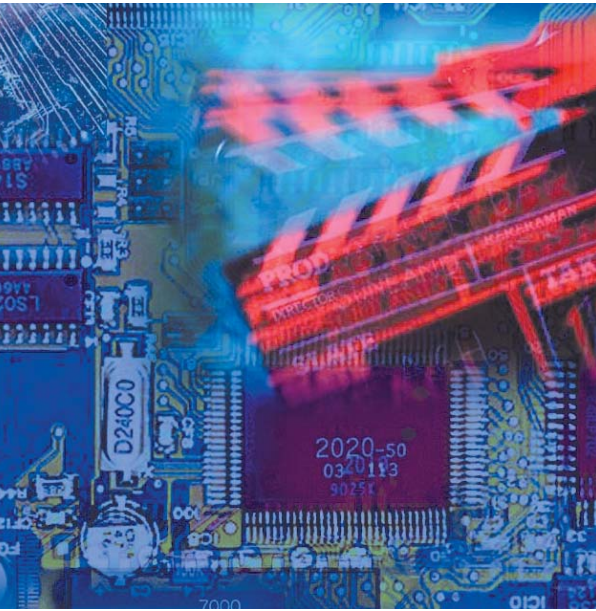
Mass Communications	New Media & Society	New Media, Governance & Democracy	Communications, Media & Public Relations	Communications, Media & Advertising
Choose TWO modules from Option Modules List	<ul style="list-style-type: none"> • The Political Economy of New Media • Communication Technology and Society 	<ul style="list-style-type: none"> • Political Communication • e-Governance and e-Democracy: Theory and Practice 	<ul style="list-style-type: none"> • Journalism: News Access and Source Power • Critical Public Relations: Contexts and Issues 	<ul style="list-style-type: none"> • Advertising: industry, contexts, impacts • Advertising as Communication

Assessment: 4 Assignments

Dissertation

Postgraduate Diploma in Mass Communications / New Media & Society /
New Media, Governance & Democracy / Communications, Media & Public Relations /
Communications, Media and Advertising

MA in Mass Communications / New Media & Society / New Media, Governance & Democracy
/ Communications, Media & Public Relations / Communications, Media and Advertising



Programme Content

Year One Modules

1) Key Issues and Approaches in Media Study – 10 Credits

This module introduces a variety of influential, competing ways of thinking about the media within the broad area of social science research, but drawing also on other disciplines. On completing this module, you will be able to identify and critically evaluate the major different theoretical approaches to the media and how these approaches relate to broader theories of society.

2) Media History and Social Regulation – 10 Credits

Module 2 discusses key features and developments in media history, focusing on the histories of print and audio-visual media. The module examines issues in the debates that govern scholarly, ethical and political thinking about the actual or desired relationship of media to public life and considers the relative significance and benefits of private, public and mixed-ownership media.

3) Media in Global Context – 10 Credits

This module contains a comparative analysis of media systems. The study material explores significant global trends in media technologies, economics and markets, relating to the major geo-political regions of the world.

4) Communications and Globalisation – 10 Credits

Through this module you will acquire a critical understanding of different approaches to the study of the media in relation to processes of political, economic and social development. Specific topics include nationhood, nationalism and national identity; imperialism, dependency, and globalisation and a critical evaluation of 'alternative' uses of media.

5) Investigating Media – 10 Credits

The 'methods' module of the course, designed to improve your ability to evaluate media research, learn some of the key research skills for the study of the media, and find out how to carry out your own research projects for academic or professional purposes.

6) Media Industries: Convergence, Divergence – 10 Credits

This module combines a study of the distinctive features of particular media organisations or industries with issues which are generic to all media industries. In terms of ownership, control, technology, markets and marketing, there has been growing convergence between these industries, yet these different media have distinctive histories, traditions and signifying systems.

Year Two Modules

7) Professional Practices – 10 Credits

A variety of viewpoints of professional practice are discussed in this module, drawing on a wide range of academic approaches and disciplines. Units explore issues of management, training and ethics in journalism and other aspects of media production.

8) Audience and Reception – 10 Credits

The audiences module presents a critical account and discussion of the significance of different ways of thinking about media influence, media use and patterns of media consumption. It examines the relationship between theory and research design and the influence of the different research approaches on the provision of education about the media.

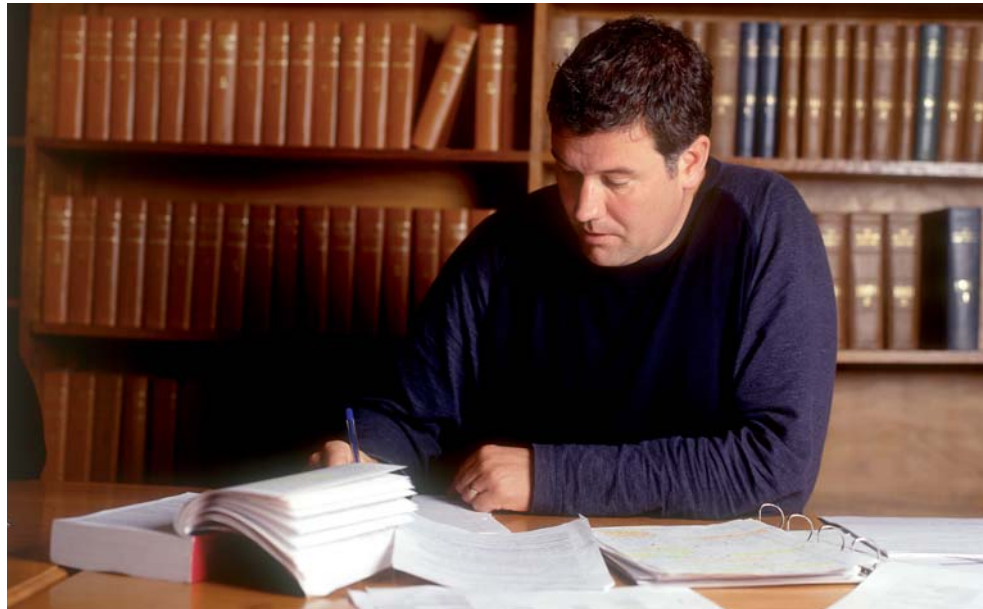
Option Modules

1) Media Texts – 20 Credits

This module examines a number of different approaches to the study of media texts and includes discussions of studies of language use in media and the languages of media, the relevance of discourse analysis, and studies of genre and narrative in both written texts and the moving image.

2) Image and Representation – 20 Credits

This module explores how media representations depict features of the social, economic, and political worlds, examining issues of media content and professional practice. The module covers both 'fiction' and 'non-fiction' genres, considers the boundaries between them, and examines issues relating to gender roles and to ethnicity.



3) Film and National Cinema – 20 Credits

Examining the film and national cinema industries in six different and regional contexts, this module gives you an opportunity to engage not only with the range of different theoretical and analytical approaches to national cinema, but also with examples of films from the countries and regions examined. You will gain an understanding of the relevance of social, historical and cultural context in the study of film and an awareness of film language in each case.

4) Communication, Technology and Society – 20 Credits

This module introduces you to the broad theoretical perspectives and debates concerning the relationship between modern communication technologies and the nature of contemporary social structures and practices. It will provide you with a critical appraisal of the ways in which this relationship has been conceptualised and understood and will explore the potential social impacts of new communications technologies.

5) The Political Economy of New Media – 20 Credits

This module invites you to integrate the concerns traditionally associated with communication research with those arising from the changing communications industries. You will gain an understanding of the developing frameworks of government regulation in different national contexts and develop knowledge of current trends towards media convergence, new media audiences/users, the Internet and the 'attention economy', and the global digital divide.

6) Political Communication – 20 Credits

This module examines developments in theories and practices of political communication and places them in international context. It examines issues such as the increasing role of mass media in political systems around the world and its relationship to ideas of Americanisation and globalisation. The growing importance of political marketing in developed democracies is appraised alongside consideration of the evolution of political advertising as a primary means of communicating politics to a mass audience.

7) e-Governance and e-Democracy: Theory and Practice – 20 Credits

This module offers a comprehensive examination of global e-government developments, including the use of the Internet by parliaments and political parties, the impact of government web sites on civic engagement, the implementation of e-voting initiatives, and the growing importance of the Internet as a political news source and platform for political debate. It will also consider the potential significance of alternative technology platforms for electronic public service delivery such as digital interactive television and mobile telephony.

8) Journalism: News Access and Source Power – 20 Credits

This module aims to acquaint you with the fast-growing research literature and surrounding theoretical discussion about news access and source power. The module explores this interaction between the news media and sources in different contexts and provides up-to-date discussion and comparative materials that will help you to arrive at a better understanding of this critical relationship.

9) Critical Public Relations: Contexts and Issues – 20 Credits

What is PR? How does it contribute to democratic processes? This module explores the history and development of public relations, examines the different models it can follow, ethical concerns and codes of practice followed at national and global levels, and looks beyond media relations to examine the impact of new media technologies on political and corporate communications.

10) Advertising: industry, contexts, impacts – 20 Credits

This module explores advertising history and development; the advertising industry in a global context; advertising as an occupational practice; advertising ethics and regulation; and advertising and social issues.

11) Advertising as Communication – 20 Credits

This module examines how advertising works in different media, the nature and impact of advertising; advertising and children; marketing and the measurement of consumer behaviour.

Dissertation – 60 Credits

Candidates for the degree of MA are required to complete a 12,000-15,000 word dissertation on an approved topic.



Programme Aims

The communications media are every day more pervasive and more influential in politics, industry, business, family and leisure, education, and social regulation. There are few areas of knowledge which have as much relevance and importance in contemporary life. As the media become more 'global' in their ownership, content and audience reach, they raise profound questions about national sovereignty, industrial power and public access and representation. Our programmes are designed to:

- serve as a broad introduction to the study of communications media
- explore the key themes and issues in contemporary media and communication research
- introduce some of the skills and approaches that can be used to study the media, emphasizing the importance of analyzing media and communication processes in their social, political, economic and global contexts
- provide direct access to the current thinking of key researchers and writers in the field from around the world
- offer people who are already employed in the communications industries a chance to review current professional and industrial practices
- present a challenging and comprehensive introduction to the media for those who plan to work in the communications field in the future

Prospects

With a broadly based examination of history and global development and a theoretical diversity of approaches to the study of media and communications, a strong emphasis on research methods training, and an international perspective via case studies and exemplars of media developments around the world, our Master's programmes provide an excellent foundation for study at research degree level. Other key career destinations include higher education institutions, press and broadcast organisations, international news agencies, government departments (e.g., publicity, education, health), advertising organisations, public relations organisations, nongovernmental organisations, and many others.

Distance Learning at the University of Leicester

Distance learning now enjoys a key role in many of the world's higher education systems and it is likely to expand in the future as new ways of teaching and studying which make use of new communications technologies become available. As the UK's leading provider of distance taught postgraduate courses the University of Leicester is a centre for e-learning and is committed to the further development of flexible learning systems.

Our distance learning students acquire knowledge principally through their study of printed texts and other media. They are assessed in much the same way as for other modes of learning. There is often provision for some face-to-face tuition, although this is not as substantial as in conventional full-time learning; there is more intensive use of other means of communications such as mail, email and audio-visual media.

Benefits of Studying by Distance Learning

Distance Learning offers students the option to study part-time from home while remaining in full-time employment. The Department of Media and Communication has a strong record of media teaching and research. Our distance learning programmes blend teaching through high quality, specially written printed materials drawing on a range of expertise from Universities around the world and assessed by experts of the highest standing.

The flexibility of materials-based learning with online support offers students more scope to develop study patterns that fit in with their preferred pace of study and are adapted to their particular needs and circumstances.

We launched our first distance learning programme – the MA Mass Communications – in 1995. Over 600 students from more than 30 countries have registered and successfully completed the programme and currently we have more than 300 students studying with us.



Study Support

Personal Tutor

Each student is assigned a Personal Tutor who may be contacted by email, phone, fax or mail for academic guidance on all coursework.

Course Conference (UK)

An annual 4-day course conference is held in May at the University and is open to all students. The conference offers a series of lectures, and seminars presented by guest speakers and academics from the department. There are also opportunities for face-to-face tuition with your Personal Tutor. The conference is a good opportunity to meet and interact with the academics, student alumni and colleagues from the course. Attendance at the conference is not compulsory but many students have enjoyed the experience of life on campus and have found their encounters with staff and fellow students highly motivating.

Tuition Support (non-UK locations)

In some non-UK locations students also benefit from regular local tuition supplemented by teaching visits from members of the Department's course team.

University of Leicester Library Services for Distance Learning Students

A range of library and information resources and services are available to distance learning students via the University Library. You have access to electronic journal articles, books and databases and a postal book loan and photocopying service is also available.

Application

Entry Requirements

You should normally have a minimum of a good second class undergraduate degree (or equivalent) in a relevant discipline. If you do not possess a good first degree or an equivalent qualification, relevant professional experience will also be taken into account. You may be invited to submit an entry assignment in support of your application.

Exceptionally, applicants with limited academic qualifications but with suitable professional experience can be admitted (sometimes via initial registration for the Postgraduate Certificate).

English Language Proficiency

If English is not your first language, you are required to provide evidence of your proficiency in written and spoken English. The minimum requirement is an overall band score of 6.5 on the British Council IELTS test or 600 on the TOEFL (250 on the computer test) or an acceptable equivalent.

Duration of Study

Postgraduate Certificate – 12 months

Postgraduate Diploma – 20 months

MA Programmes – 24 months

Start Dates

There are intakes in January, April, July and October each year.

Course Fee

Please refer to the Fees Information sheet provided in the Information Pack.

How to Apply

You can either apply online on www.le.ac.uk/pgprospectus/dlapply.html or by post, application forms can be obtained from www.le.ac.uk/mediacom/dl/ or by contacting the Department.

Send your completed distance learning application form to:
 Department of Media & Communication
 Distance Learning
 University of Leicester
 Attenborough Building
 University Road
 Leicester LE1 7RH

What Happens Next?

Your application will be assessed by the postgraduate Admissions Panel. We aim to reach a decision on all fully completed applications within a few days of receipt. We will notify you as soon as possible after the panel has advised us of its recommendation.



Contact Details

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University Road • Leicester • LE1 7RH • UK

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All information in this brochure was correct at the time of going to press. However, changes and developments are part of the life of the University, and alterations may occur to the programmes and services described in this brochure.



University of Leicester

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