



University of
Leicester

Department of Media and Communication

POSTGRADUATE COURSES IN

Media and Communication

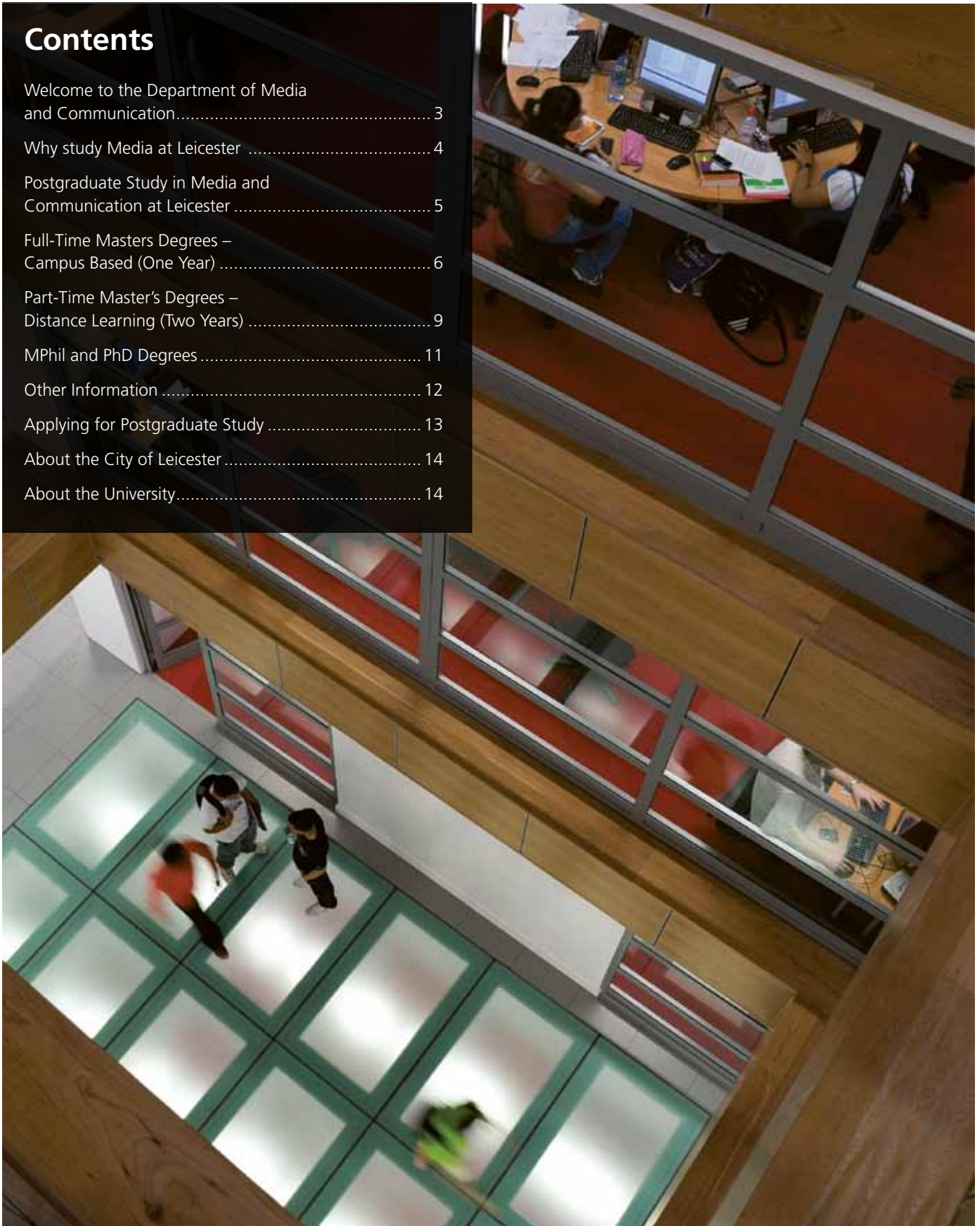


THE Awards Winner
2007, 2008, 2009, 2010

www.le.ac.uk/mediacom

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Welcome to 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.

Since its establishment in 1966, the Department has become internationally recognised for its excellence in innovative research.

The Department has experts in many different aspects of communications and media who are dedicated to excellence in research and the teaching of their subject. Many books and articles published by our academic staff have become standard texts around the world.

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

How to Apply

Our application processes are designed to be user-friendly. Our staff are happy to advise if you have any queries about your application.

Department of Media and Communication

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Campus Based Courses:

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e: mediacom@le.ac.uk

Distance Learning Courses:

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f: +44(0)116 252 5276
w: www.le.ac.uk/mediacom/dl
e: mediacom-dl@le.ac.uk



Why study Media at Leicester

Tradition and expertise in Media and Communications Studies

As one of the longest established academic centres specialising in the study of media and communication, we have been the fastest growing department of its kind in the United Kingdom. Our students are taught by experienced and highly qualified tutors and leading researchers in the field. You will be working in a progressive academic environment, with our research work being supported by major government and international organisations.

Research led

Our teaching is informed by cutting edge research on the latest developments in news and journalism; the business, educational, political and social applications of new wired and wireless digital technologies; commercial advertising and social marketing; film, music and celebrity; media law and regulation; and ethics in media and

communications research. Our research work continues to be supported by major sponsors, including the Alcohol Education and Research Centre, Department of Health, EPSRC, ESRC, Food Standards Agency and Nuffield Foundation. Thus, students work in a progressive academic environment with the leading people in the field of mass communications.

League table success

In the 2011 university league tables the Department of Media & Communications was ranked second, third and fourth respectively in university guides compiled by The Times, The Independent and The Guardian newspapers.

University of the Year

Work at the university has been recognised in the prestigious Times Higher Education Awards. In 2007 for Marketing Initiative of the Year. 2008 the coveted University of the Year.

2009, Outstanding Support for Students. 2010, Outstanding Department Administration.

Widening Participation

The University of Leicester is renowned for its inclusive culture. Of Britain's top 15 universities only one – Leicester – exceeds its government benchmarks for inclusivity.

Listening to our Students

We operate varied feedback systems through which our students can provide feedback to us about their experiences and our performance. We believe that we can learn from our students just as they learn from us.



Postgraduate Study in Media and Communication at Leicester

The Department offers five, one year, full-time, campus-based master's degree programmes and five, two year, part-time distance learning master's programmes for students who seek a more flexible learning regime. A full list of our postgraduate programmes is shown below:

Full-time Campus Based Master's Degrees

- MA Mass Communications
- MA Globalization and Communications
- MSc Media and Communication Research
- MA New Media and Society
- MA Media and Advertising
- MA Media and Public Relations

“ It felt great being an international student in the Department. The diversity and friendliness made all the difference. ”

Nesrine Khaled, MA graduate

Part-time Master's Degrees by Distance Learning

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

Research Degrees

- Full-time PhD/MPhil
- Part-time PhD/MPhil

Full-Time Masters Degrees – Campus Based (One Year)

MA Mass Communications

Studying MA Mass Communications will provide you with a comprehensive grounding in the theories, approaches and research necessary for analysing, media and communication processes in both national and global contexts. The course also provides extensive training in media and communication research methods. You will develop a critical knowledge of the historical development in the study of media, culture and communication. Once completed you will have the background knowledge and research expertise necessary to confidently address a wide range of media and communications issues.

MA Globalization and Communications

The MA Globalization and Communications degree examines major political, economic and cultural developments in the contemporary world and their impact on media structures and mediated cultural flows. The course also investigates the key roles of information and communication technologies in infrastructures and processes of globalization are also investigated.

The MA Globalization and Communications will provide you with a critical understanding of the historical bases of current developments in communications. You will develop the theoretical and methodological knowledge to confidently analyse the ways in which different aspects of globalization and communications developments interact.

MSc Media and Communication Research

The MSc in Media and Communication Research is designed to provide students with advanced training in the full range of quantitative and qualitative research methods, as well as training in research project management, data collection and analysis, communication of research data, and research ethics. It places methodology developments and applications in a wider theoretical and epistemological context, including investigates of the historical development to media and communications research. It provides an especially good training basis for students who wish to go on to study for a research degree (MPhil or PhD).



MA New Media and Society

The MA New Media and Society degree will provide you with a comprehensive grounding in the theories, approaches and research necessary for studying, analysing, and understanding new media and information structures and processes in both national and global contexts. Focuses of the course is on new media technologies and their impact and influences on society, culture, politics and economics. The course aims to introduce and critically examine the advent of the information society in all its dimensions. The theoretical and methodological aspects of the course allow students confidently to engage with all aspects of new media and new technologies.

New Courses

We are proud to offer two new courses for 2011.

MA Media and Advertising

Programme Outline

The MA Media and Advertising is run in partnership with the School of Management. It will teach you about advertising and marketing processes and the advertising industry from a social scientific perspective in order to create a framework for the study of advertising as a social institution alongside other media industries. The programme will enhance your knowledge and understanding about advertising and marketing as an activity and as an industry.

The course examines the history of advertising and the structure of the advertising sector in the UK and in other

parts of the world; marketing theory and principles; analytical techniques for the assessment of advertising techniques; and practices for measuring their effectiveness in shaping consumers' brand awareness; purchase choices and behaviours. You will also learn about the regulatory frameworks and statutory and voluntary codes of practice for different forms of advertising. The programme will provide training in the methods of social science and media research, presenting students with opportunities to apply these skills in the academic study and critical evaluation of advertising and its role in contemporary society.

Aims and Objectives

- To enable you to develop a detailed knowledge of advertising and marketing principles and practice
- To enable you to understand the key theories used to explain advertising and marketing effectiveness
- To provide you with the skills necessary to conduct research to evaluate the effectiveness of advertising and marketing campaigns
- To provide you with an understanding of the regulations and codes of practice governing advertising
- To enable you to engage with public debates about advertising and marketing impact, and restrictions imposed upon advertisers
- To enhance your understanding of global media markets and the importance of cultural differences in designing effective advertising and marketing strategies

Course Structure and Assessment

The course is studied full-time over one year and comprises seven core modules, two optional modules and a dissertation. Successful completion of all elements is necessary to gain the master's degree. Completion of all core and optional modules only is sufficient to obtain a Postgraduate Diploma in Media and Advertising. Modules are assessed via essays, group assignments, and oral presentations.

MA: 180 credits; 12 months.

Postgraduate Diploma: 120 credits; 9 months.

Semester One Modules (October to January)

- Advertising: History and Development
- Research Methods and Management 1
- Marketing Theory (Collaborative Programmes)*
- Principles and Practice of Marketing (Collaborative Programmes)*

Semester Two Modules (January to May)

- Advertising: Ethical, Regulatory and Social Issues
- Advertising: Nature and Impact
- Research Methods and Management 2
- Option 1
- Option 2

Dissertation (February to August)

Students are also required to complete a dissertation on a topic of their choice in the area of media and advertising. This exercise provides students with the opportunity to examine a topic of particular relevance to their interests and to practice skills in project management, data analysis and research presentation in depth.

* Delivered by the School of Management

Options

- Global Affairs, Communications and Power
- Film as Mass Communication
- Global Cinema
- News Management, Communication and Social Problems
- Technology, Culture and Power: Global Perspectives
- Critical Approaches to Consumer Culture
- The Digital Economy
- International Political Communication

Entry Requirements

The MA Media and Advertising is open to applicants with a first or second class honours degree or equivalent professional qualification. We also give special consideration to applicants who have significant work experience in a relevant field.

MA Media and Public Relations

Programme Outline

The MA Media and Public Relations will teach you about the principles and practice of public relations by examining the structure of the PR sector and insights into the way the industry works. The programme covers the history and development of public relations in different parts of the world. It explores career opportunities in PR and the skills that are important in the

profession. It examines basic PR strategies, the use of research to inform PR campaigns and PR measuring their impact and effectiveness. Case studies are used to illustrate successful and ineffective PR campaigns, to teach students how to construct their own PR campaigns and to determine the most appropriate techniques to use in respect of specific promotional challenges. The course also covers corporate advertising and public relations, and will examine how commercial businesses use PR techniques to promote themselves to their customers and employees. The course will provide you with a critical understanding of the practices and outcomes of public relations.

Aims and Objectives

- To give you a detailed knowledge of core public relations principles and practice
- To enable you to understand how to plan and implement an effective public relations campaign
- To provide you with the skills necessary to conduct research to evaluate the effectiveness of public relations campaigns
- To provide you with an understanding of the structure of the media systems in the UK and how they are used by public relations professionals
- To enable you to critique public relations campaign and determine their effectiveness
- To enhance your understanding of the role and impact of corporate communications within large organizations

Course Structure and Assessment

The course is studied full-time over one year and comprises five core modules, two optional modules and a dissertation. Successful completion of all elements is necessary to gain the master's degree. Completion of all core and optional modules only is sufficient to obtain a Postgraduate Diploma in Media and Public Relations. Modules are assessed via essays, group assignments, and oral presentations.

MA: 180 credits; 12 months.

Postgraduate Diploma: 120 credits; 9 months.

Semester One Modules (October to January)

- Public Relations: Principles and Practice
- Public Relations: Strategy, Planning and Implementation
- Research Methods and Management 1

Semester Two Modules (January to May)

- Corporate Advertising and Public Relations
- Research Methods and Management 2

- Option 1

- Option 2

Dissertation (February to August) [60 credits]

Students are also required to complete a dissertation on a topic of their choice in the area of media and advertising. This exercise provides students with the opportunity to examine in depth a topic of particular relevance to their interests and to practice skills in project management, data analysis and research presentation.

Options

- Global Affairs, Communications and Power
- Film as Mass Communication
- Global Cinema
- News Management, Communication, and Social Problems
- Technology, Culture and Power: Global Perspectives
- Critical Approaches to Consumer Culture
- The Digital Economy
- International Political Communication
- Digital Journalism

Entry Requirements

The MA Media and Public Relations is open to applicants with a first or second class honours degree or equivalent professional qualification. We are also able to give special consideration to applicants who have significant work experience in a relevant field.



Part-Time Master's Degrees – Distance Learning (Two Years)

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 teaching and studying embrace the use of new communications technologies. 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, there is more intensive use of other means of communications such as post, 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. 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 700 students from more than 30 countries have registered and successfully completed the programme and currently we have more than 400 students studying with us.

Current Programmes

Five postgraduate programmes are available for distance learners.

- MA Mass Communication
- 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 Communication).

The second year makes provision for more specialised study in the topic area identified in each programme's title, there is 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).

Programme Aims

The communications media increasingly pervasive and influential in politics, industry, business, leisure, education, and social regulation. There are few areas of study 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 distance learning 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, emphasising the importance of analysing 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 organisational practices.
- Present a challenging and comprehensive introduction to the media for those who plan to work in the communications field in the future.

MA Mass Communications

This programme provides you with the knowledge and research expertise to address a wide range of issues 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 research this programme offers access to academic knowledge about the history, growth and development of the Internet and other related wired and wireless technologies. The course investigates the different applications to which new communications technologies have been put, and their social and psychological impact upon users and societies. Legal, regulatory and issues linked to the political-economy of the Internet also form part of the course content. 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 equipment. It examines the political, economic and social reasons for the establishment of e-government and examines 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 students 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 will 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 specialization 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 media 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 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.

Assessment

Assessment for campus-based master's degrees is by means of essays, research methods assignments and a dissertation of between 15,000 and 18,000 words. Assessment on distance learning master's degrees is by essays, dissertation (12,000 – 15,000 words) and examination.



MPhil and PhD Degrees

The Department welcomes applications for well-qualified graduates to register for individually supervised research degrees (MPhil or PhD). We have experience of supervising students in a wide range of topic areas.

Applications are particularly welcome from graduates who would like to study in the following areas: media, violence and sex; media, advertising and consumption; media and health issues, including media and alcohol consumption, obesity and body image; media and environmental issues; transnational communication and globalization; political communication; media markets and digital economy; new media and social change; gender of media; media and multiculturalism issues; offline and online news developments; blogging; newsroom practices and journalism; media, fandom and celebrity gossip; and film and representation.

The traditional route to a research degree is to complete an individually supervised programme of research that culminates in the submission of a thesis of around 80,000 words for the PhD degree and 50,000 words for the MPhil degree.

Support

Students normally work with two academic supervisors who have expertise and experience in their chosen research area.

All research students are supported by a comprehensive programme of training at department level and by central service provision, through the University Graduate School which promotes and share best practice across the institution.

Students also benefit from excellent facilities in the Department, with access to computers in their own postgraduate room.

Period of Registration

MPhil and PhD degrees by research are normally studied full-time and require at least two years for the MPhil and at least three years for the PhD. Students may be registered part-time for a research degree, over longer time periods.



“ My MA has proven to be useful as I have returned to the workforce and I am a more thoughtful and better equipped professional because of it ”

Lindy Birch, MA Graduate

Other Information

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.

Finance

Full information on current fees for campus based courses, is available on request or from the University's website (www.le.ac.uk). Before, or at the time of registration, students must provide evidence of their ability to pay the appropriate course fee and to support themselves throughout the duration of the course. Please contact the Department (www.le.ac.uk/mediacom/dl) for advice regarding distance learning fees, as these differ from campus based course fees.

Funding

The University of Leicester offers a limited number of scholarships and bursaries to students from certain countries. Details are available from www.le.ac.uk/scholarships t: +44 (0)116 252 2293/2298 w: www.le.ac.uk/graduateoffice/

The Department, together with the college of Social Sciences, occasionally funds Graduate Research Assistantships that provide full-time equivalent PhD Scholarships funding at UK/EU fee levels. These posts are advertised when available and candidates are appointed on a competitive basis.

Applying for Postgraduate Study

Entry Requirements

For all of our postgraduate courses, candidates should have at least a good second class honours degree in any discipline, though a social sciences degree would be particularly relevant, from an institution recognised by the University. Applicants who do not have a first degree, but who can demonstrate other relevant qualifications and/or experience may also be considered. For distance learning courses, such applicants may be invited to submit an entry assignment in answer to one of a set of essay questions as evidence in support of their application.

Where English is not their first language, students are required, prior to admission to the Department, to provide evidence of their proficiency in both written and spoken English. This should usually be a score of 6.5 in the British Council IELTS test or a score of 600 in the TOEFL. The University will also accept equivalent qualifications and further advice can be obtained from the Graduate Office (www.le.ac.uk/graduateoffice). The University's English Language Teaching Unit (ELTU) (www.le.ac.uk/lisu/eltu) offers full-time preparatory courses in English Language and Study Skills for overseas students.

Full-Time Campus Based Postgraduate Courses

These begin in October each year and run for one year. Postgraduate Diplomas run for nine months.

Research Degrees

Research Degrees have intakes in October, January, April and July, applicants are required to submit a research proposal along with their applications.

Further details and information on applying can be obtained from www.le.ac.uk/mediacom

Send your completed application form for campus based and research degrees to:

The Graduate Office
University of Leicester
Leicester, LE1 7RH, UK
e: graduateoffice@le.ac.uk

Distance Learning Courses

There are intakes in January, April, July and October of each year. 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 and you will be advised whether or not your application has been successful when a decision has been reached.





The Curve Theatre

About the City of Leicester

Leicester is a lively and diverse city with all the activities and facilities you would expect from a major city. This is combined with a friendly and safe atmosphere.

Developments in the city have led to the opening of the Curve Theatre with its unique 'inside out' design where the stage is visible from the street. Further developments in the city's cultural quarter will join the existing museums and galleries within the city, and help to cement Leicester's reputation for culture.

Leicester is a city for individuals and this is shown throughout the city; from the individual shops and boutiques of the Lanes area which rub shoulders with the larger stores and designer shops of the Highcross Leicester shopping development; to the festivals held within the city throughout the year, including the Summer Sundae Music Festival.

This diversity is also celebrated through the city's wide range of restaurants, cafes and music venues which provide something for every taste.

We are passionate about our city with many of our students choosing to locate here after graduation.

About the University

Some universities consider their primary purpose to be high quality research, others concentrate on excellent teaching. Here at Leicester we think that the two are not only complementary, they're inseparable. We believe that teaching is more inspirational when delivered by passionate scholars engaged in world-changing research – and that research is stronger when delivered in an academic community that includes students.

We think that a university should be about empowering people to explore what they don't know. We achieve this through passionate, dedicated research and teaching.

When we were named University of the Year for 2008-9 by the Times Higher Education, the judges applauded Leicester's very different approach, calling us "elite without being elitist." Of Britain's top 15 universities only one – Leicester – exceeds its government benchmarks for inclusivity.

Our dedication to providing an excellent student experience can be seen in our consistent performance in the National Student Survey. Since the launch of the

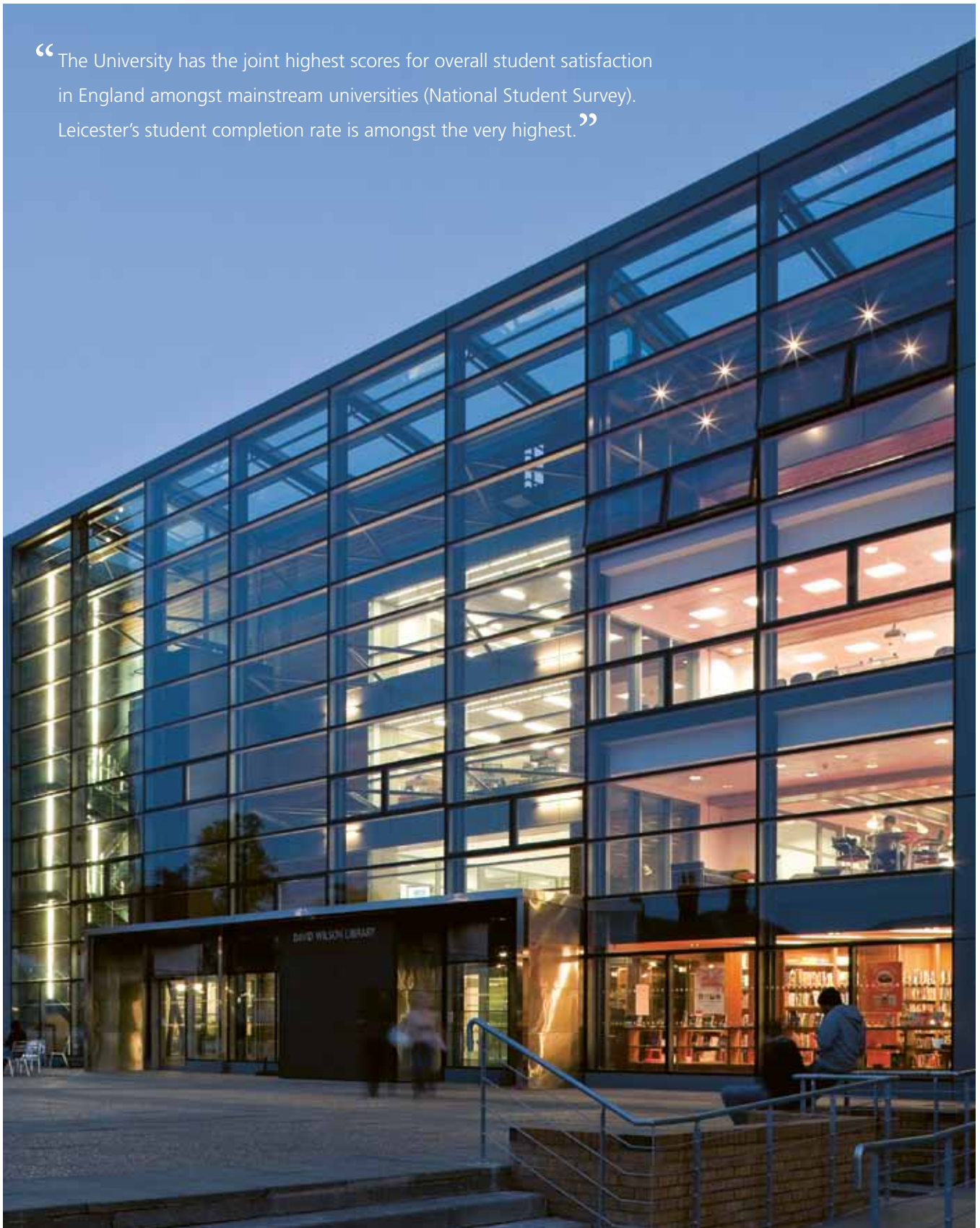
survey in 2005, Leicester has consistently featured amongst the top-10 universities in England for student satisfaction.

With these ideas at heart, Leicester is reframing the values that govern academia and re-defining what a university needs to be in the 21st century; we are constantly finding new ways of being a leading university.



The Highcross

“The University has the joint highest scores for overall student satisfaction in England amongst mainstream universities (National Student Survey). Leicester’s student completion rate is amongst the very highest.”



Contact Details

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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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