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Welcome to Media and Communication

The communications media – newspapers, television, radio, advertising, magazines, film, the internet – are now so much part of our lives that we take them for granted. What part do media and cultural forms play in our lives? How do they influence the way we think and act? What are the limits to mass media influence?

These questions have important implications for many areas of social life. They highlight such things as: the nature of the social and political order; freedom and control in society; values and identities; and the nature of power structures within social order and cultural change. Questions about communications and media thus inevitably become questions about society itself. The study of communications therefore seeks to understand the institutions and processes of mass media within the broader context of the social world.

As a new and developing field, the study of mass media draws widely on a range of subjects such as Sociology, Politics, Psychology and Cultural Studies. As a Media and Communications student, you will be given an opportunity to pursue your own interests in communications and help shape the direction of this exciting area of study; in keeping with the global reach of communications.

Our degree course is structured to provide you with the opportunity to experience a wide range of subjects. The core modules will lead you towards specialist study in the areas that are of particular interest to you, such as audiences, advertising, media policy, film, new media or international communication. You will study communications in a stimulating learning environment, with some of the leading scholars and writers of this subject. At the end of the course, not only will you have an in-depth understanding of the field of communications and media research, but you will also have gained the analytical and research skills necessary for living and working in today's media-saturated world.

The Department also offers a joint BA Media and Sociology outlined in this brochure.



Why Study Media and Communication at Leicester?

The Department of Media and Communication incorporates the Centre for Mass Communication Research (CMCR) which plays a **leading role nationally and internationally** in all aspects of media and communication research. This research feeds directly into our teaching, ensuring you benefit from **cutting-edge** developments in your field as they occur.

Our academics work as consultants for national and international organisations and our research is supported by major government and international organisations. We are therefore **experienced** in providing progressive teaching in media and communications, informed by our knowledge of **real-world applications**.

Our tradition of research and teaching excellence is supported by small class sizes, exciting modules and dedicated staff committed to providing an **exceptional student experience**.

“The BSc helped me enormously. It gave me a wide understanding of the role of the media in society. The fact that I had developed strong communication, research and analytical skills on the BSc gave me confidence when applying for a postgrad course, and I’m positive that it helped me win my place.”

BSc Graduate

The BSc Communications, Media and Society course

The BSc Communications, Media and Society is a three-year honours degree, which provides you with an understanding of a wide range of theoretical and contemporary issues related to the study of mass communications, nationally and internationally. A multi-disciplinary approach to the study of mass communication is adopted within the degree. You also study modules in Sociology.

First Year

The first year assumes no previous knowledge of communications, media studies or sociology. It is a broad introductory year that lays the foundation for the final two years of the degree. You must take six compulsory modules:

- **Introduction to Cinema** topics include the history of filmmaking, film and realism, film as art and postmodernism.
- **Media Audiences** topics include screen violence, children, and reading media texts
- **The Media in Britain** topics include the future of public service media, censorship and spin
- **The Media in the International Context** topics include theories of international media systems and globalisation.

You will also take two Sociology modules, **'Social Change, Identity and Behaviour'** and **'Sociological Imagination'**, which examine such issues as changes in work and leisure, gender, race and identity, the experience of education and urban cultures.



Second Year

The second year builds on the material introduced in the first year. It consists of six compulsory modules that focus on specialised debates and issues within communication and media studies:

- **The Production of News** topics include bias, objectivity and truth, selecting the news, war and peace reporting, and news as narrative
- **The Communication of Politics** topics include spin, public opinion, election campaigns, and political marketing
- **New Media and the Wired World** topics include network society, cyber politics, virtual communities, and the digital economy
- **Media, Identity and the Popular** topics include post-modern media, resistance, identity and gender, race, class and sexuality
- **Analysing Communication Processes** topics include discourse analysis, audience research, semiotics and image analysis, interviewing, and computerized data handling
- **Television Production** topics include video production techniques, pre-production research training, editing techniques, sound and lighting sequences, and directing.

Third Year and Optional Modules

The third year provides an opportunity for you to specialise in areas of particular interest, through a choice of four optional modules. The list of optional modules may vary from year to year to reflect the current research of staff.

Recent optional modules include:

- Music as Communication
- The Media on Film
- Advertising Culture and Communication
- Technology, Culture and Power
- Global Affairs: Communications, Culture and Power
- Media and the Body
- Science, Environment and Risk
- Media, Celebrity and Fan Culture

In your final year, you will also complete a 12,000-15,000 word dissertation. Working one-on-one with a supervisor, you will design, conduct and analyse research on a communications-related topic of your choice. Recent dissertation topics have included:

- Selling Death and Woolly Jumpers: Benetton Advertising
- Reality Television: Surveillance as Entertainment
- The Future of Public Service Broadcasting
- Magazines, Anorexia and Representations of Women
- The Resurgence of Animation
- Bollywood Cinema and Sexuality
- The Manufacture of Political Communication
- The Internet and On-line Education
- Representations of Africa in News Reporting
- Boy Bands and the Politics of Teenage Identity
- Big Brother: Transformations in Television Culture
- Special Effects in Film.

Study Abroad

All students are offered the opportunity to study at a university overseas in the second year of their degree. The experience of living and studying in a different country for an extended period not only enriches your knowledge of another culture, but also contributes to a deeper understanding of the ways in which global communications and media cultures differ according to national and local contexts. Universities that our students have attended in the past have included Utah State, Illinois State, the University of Windsor in Canada, University of Florida, Miami University and Unitec in Auckland, New Zealand.

Skills

Within the context of media and communications studies, the personal and transferable skills gained by students on this course include: communication skills, both oral and written; problem-solving; research; presentation; numeracy and IT skills. The lifelong learning skills provided by the degree enable students to critically, objectively and analytically address complex problems or issues, to work independently, and to manage their time effectively.

Whilst the BSC is a theoretical degree, the Television Production, Music as Communication and Analysing Communication Processes modules develop more practical skills, such as using cameras and editing suites, creative compositions and handling research data. All of these modules have a strong emphasis on team-based skills, with their orientation towards group work and responsibility. In addition, the New Media and the Wired World module helps develop internet-based research skills.

“The Department for me over the past three years has been a really good experience both educationally and culturally. It adopts a multidisciplinary approach to studying the activities of the media. It’s a place to engage in critical thought and understanding about communications, media and the world.”

BSc Graduate



BA Media and Sociology

The BA Joint Honours in Media and Sociology is designed to enable you to develop interdisciplinary learning and provide a firm grounding in the key debates, concepts and initiatives that inform and underpin the media and society. This degree is less communications theory based than our BSc Communications, Media and Society.

You will be provided with the core content of both the BSc Communications, Media and Society and the BA Sociology and to develop a distinctive programme to explore and develop your interests in media and sociology specialist areas relating to staff research interests. You will develop independent learning skills and autonomous thinking in conjunction with skills in critical analysis, communication, research methodologies, group work, leadership and employability. The BA Joint Hons provides a supportive and stimulating learning environment in which there is a strong sense of cohort.

First Year

You will study modules in: The Media in Britain; Social Change, Identity and Behaviour; Research Methods 1; The Study of Media Audiences; The Media in the International Context and Sociological Imagination.

Second year

You will undertake modules in: Media, Identity and the Popular; Research Methods II; Classical Sociological Theory; The Communication of Politics; Analysing Communication Processes.

You will also take one of the following sociology modules: Sociology of Deviance; Youth Culture and Politics; Gender, sex and Mortality; Japan: Culture, History and Power; Sociology of Health and Illness; Consumer Society; Global Sex Trade.

Third year

During your third year you will undertake your Dissertation and a Research Project and four modules from the following: Risk, Trust and Citizenship; The Media, Celebrity and Fan Culture; Football and Society; Advertising, Culture and Communication; Urban Life and Social Control; The Media on Film; Global Affairs: Communication, Culture and Power; Media, Language and Interaction; Music as Communication; Ageing, Death and the Life course; Political Economy; Science and Society; Technology, Culture and Power: A Global Perspective; Media and the Body and Sociology of Fashion.



“ My third year in particular I found useful in preparing me for the world of work. The focus on presentations and group-led class discussions definitely made it easier for me to participate and contribute to team meetings within the workplace. The discipline required to carry out research projects such as my dissertation made completing projects at work more achievable and manageable.”

Joanne Coaker
Graduate, working in marketing department of large corporation



“You don’t realise how lucky you are to have been through such an experience until people ask you how it was and you are left speechless. It’s the stuff that memories are made of.”

Student Quote
on Studying Abroad

Your Learning Experience

Our degrees offer students a supportive and intellectually stimulating community within which to explore their interests in the field of media and communications and sociology. You will benefit from a wide range of teaching and learning experiences, from independent work to group work, oral presentations to written communication, and theory-oriented modules to the hands-on work of Television Production and the third year dissertation. Student-centred learning plays an important part in the course as a whole. You will be exposed to a variety of teaching methods such as lectures, seminar discussions, and one-on-one supervision for the dissertation.

Work Load

The academic year is divided into two semesters, each lasting ten weeks. You will take six modules per academic year, worth 20 credits each, with a dissertation in the final year worth 40 credits. For most modules, there are 30 hours of contact time – made up of a combination of lectures and seminars – and 120 hours of private study.

Assessment

You will be assessed through a variety of methods that test not only familiarity with module content but also written, visual and oral communication skills. Most modules use three types of assessment: essay, presentation and exam. The essay counts for 40% of the total module mark, the presentation for 10%, and the exam for 50% in year one; essay 40%, presentation 15%, exam 45% in year two and essay 40%, presentation 20%, exam 40% in year three.

You must pass the first year in order to proceed to the second year of the degree. The final class of degree achieved is determined by successful completion of the six modules in the second year and four modules and the dissertation (worth two modules) in the third year. For the Sociology modules, assessment criteria may vary.

“ One of the best aspects of the BSc is the strong emphasis on seminar work and presentations. After three years of discussing ideas out loud and regularly presenting to people, my confidence had grown immensely. I needed this to enter a course and a profession that requires me to present to a camera every day, and to be a good, efficient broadcast journalist. ”

Charlotte O'Brien Graduate, completing a Postgraduate Diploma in Broadcast Journalism



Graduate Destinations

Graduates with critical, analytical, problem solving and communication skills are highly sought after by employers – and this is certainly the case with media studies graduates. The 2007/8 government report 'Destinations of leavers from Higher Education Institutions' reported that 64.3% of Media Studies graduates found employment or further education within six months of completing the degree. The pattern for Communications, Media & Society graduates is even more impressive: a 2009 study conducted by the University of Leicester's Careers Service found that 86% of communications and media graduates had found employment within six months or had entered higher degrees, and a further 6% were seeking further training or study.

Graduates from the Communications, Media & Society degree tend to find employment in the communication field in the widest sense, from public relations and advertising through to media production itself. Other students choose to pursue post-graduate qualifications at both Masters and Doctoral levels in related fields, or training courses for professions such as teaching and journalism. We are very proud of our graduates and gain great satisfaction from watching their careers progress.

Some recent examples of careers our graduates have pursued:

- PR Account Coordinator
- Newspaper Journalist
- Production Secretary, Television
- Researcher and Writer, Television
- Advertising Account Manager
- Advertising Strategic Account Planner
- Assistant Producer, Television
- Client Manager, Television Production



Further Study

There is a great deal of opportunity for further postgraduate study in the field of media and communications, not least of which are the opportunities here at Leicester. As the UK's leading provider of taught postgraduate education, the University of Leicester provides our graduates with an unparalleled experience.

The Department of Media and Communication offers seven postgraduate programmes: MA Mass Communication; MA Globalisation and Communication; MA Communications, Media and Public Relations; MA Communications, Media and Advertising; MA New Media and Society; MSc Media and Communication Research and a Pre-masters Diploma in Communications, Media and English as a Foreign Language. Many of our courses are also available via Distance Learning as well. These programmes provide ideal opportunities for you to continue your education and enhance your employment opportunities.

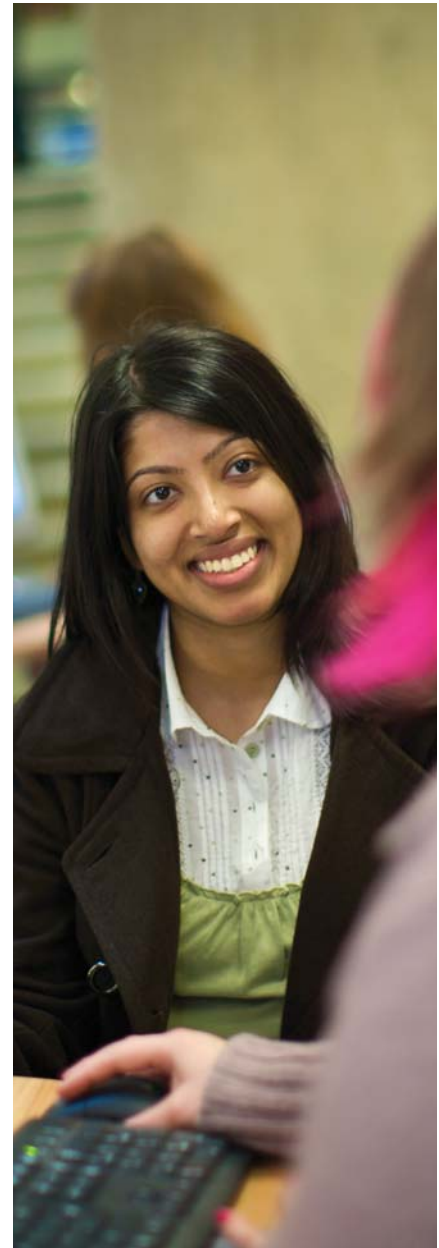
Support for Students

We are proud of our relationship with our students, and are on hand should they need our advice or assistance. Thanks to the size of the programme and the emphasis on student-teacher interaction, our students enjoy a positive, supportive, community atmosphere, which is demonstrated by students' satisfaction with their choice of degree and institution.

Since 2007 the Department has been in the top 7 of the country in University League Tables. The department also finished sixth among UK media and communications departments in both *The Times* and *Independent* 2008 university league tables.

All teaching staff have regular 'office hours' during which students can have one-on-one Meetings. All third year students are allocated a supervisor to help them plan, design and coordinate their dissertation. Additionally, each student has a personal tutor, offering support for academic and personal matters. Most students have the same personal tutor for the duration of their degree, providing a constant and reliable source of support.

The University, through its Student Support and Development Service (SSDS), offers students further support. In addition to academic assistance, it offers advice and resources in the areas of health, careers, welfare and accessibility. It has a whole section devoted to providing learning resources to help students adapt to the university environment. Many of these resources are available online, and cover topics such as note-taking, revision, and using library resources.



The University and the City of Leicester

About the University

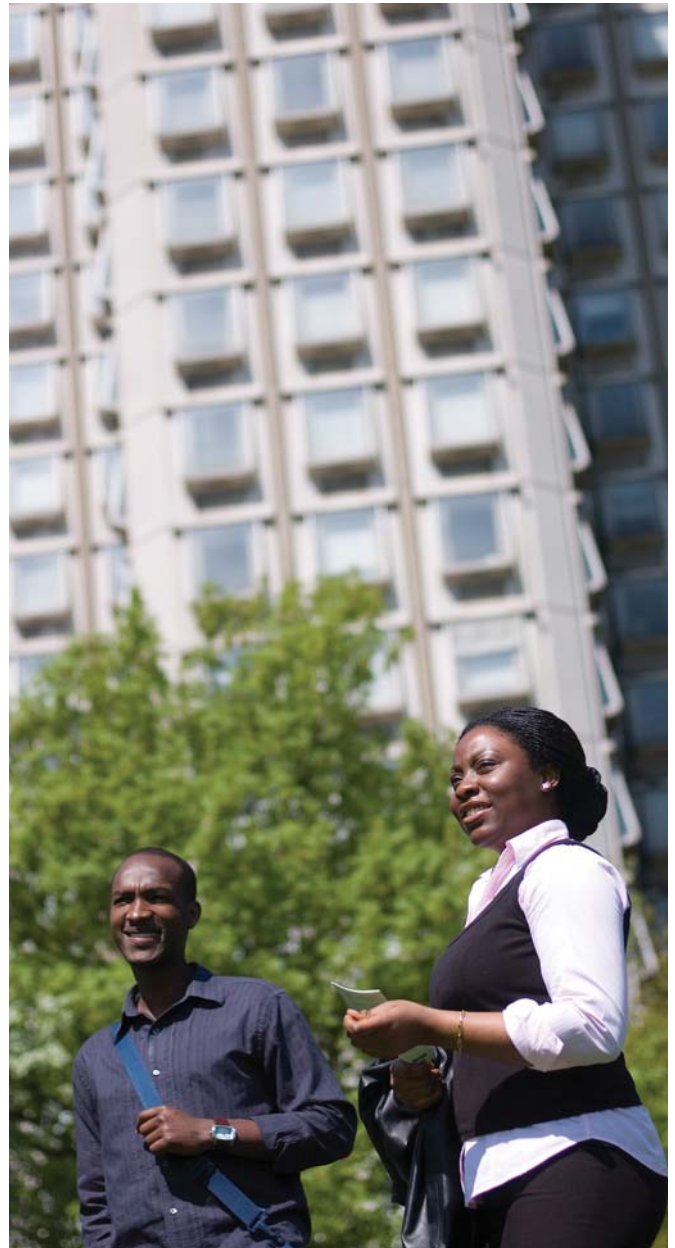
Some universities consider their primary purpose to be high quality research, others concentrate on excellent teaching. Here at Leicester we think that the two are not only complementary, they're inseparable. We believe that teaching is more inspirational when delivered by passionate scholars engaged 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.



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.



Entry Requirements

Grade and Tariff points are normally required from 6 or 12 unit awards. The typical offer is ABB/320 points for the BSc; BBB for the joint degree.

A/AS Levels: BSc Communications, Media and Society: ABB, Three A levels usually required. Two AS levels considered in place of one A level. General Studies accepted. Key Skills are welcomed in addition and may be included in any offer.

Joint degree: BA Media and Sociology BBB.

GCSE: No specific requirements.

Access to HE courses: Pass relevant diploma with some credits at distinction.

European Baccalaureate: Pass with 68% overall.

International Baccalaureate: BSc Pass Diploma with 32 points, BA 30 points.

Cambridge Pre-U: Single honours-D3/M2/M2 in Principal Subjects. PL33: M2/M2/M2 in Principal Subjects.

Leicester Progression Accord: Single honours BBB plus full Accord credits. Joint degrees – BBC plus full Accord credits.

BTEC Nationals: full Diploma with DDM.

Other Qualifications: Other national and international qualifications welcomed. International Students for whom English is a second language will require IETS 6.5 or TOEFL 95 (online test).

Mature Students: Applications from mature students welcomed; alternative qualifications considered.

Second Year Entry: Possible for those with advanced qualifications compatible with our degree structure.

Interviews are not normally required.

All applicants receiving an offer will be invited to visit us.

These degree are not available on a part-time basis.



Your Accommodation

We believe that University of Leicester accommodation provides you with a flexible, enjoyable living experience. Living in University accommodation is the best way to make the most of your time with us.

Open and Visit Days

We have a number of Open Days during the year to which you are very welcome to attend. Additionally, all applicants to our undergraduate degree course are invited to attend one of our regular Visit Days. Other, individual visits can be made by arrangement. You are very welcome to bring a friend or family member any time you visit the University, and we are always happy to answer any queries on the phone or by email.

Further information

Detailed and up-to-date information on all aspects of the Department of Media and Communication can be found on our website: www.le.ac.uk/mediacom

Information on University Open Days is available at: www.le.ac.uk/opendays



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