



University of  
**Leicester**

Department of  
Media and Communication

UNDERGRADUATE COURSES IN

# Media and Communication



**THE Awards Winner**

2007, 2008, 2009, 2010, 2011, 2012, 2013

[www.le.ac.uk/mediacom](http://www.le.ac.uk/mediacom)

## Contents

- 3 Media and Communication at Leicester
- 4 Why Study Media and Communication at Leicester?
- 5 Our Research
- 5 Study Abroad
- 6 BA Media and Communication
- 10 BA Media and Sociology
- 14 BA Film and Media Studies
- 15 Your Learning Experience
- 17 Careers
- 18 Further Study
- 19 Student Life

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# Welcome to Leicester

**We believe that our world-changing research produces high quality teaching – and will inspire you to go further.**

At Leicester we consider education and knowledge to be a power for good. We're all about pushing the boundaries and discovering ways to improve and change the world for the better.

For example research from our Department of Media and Communication has revealed that over 200,000 people living in Britain may have fallen victim to online romance scams – far more than had been previously estimated. The study is believed to be the first formal academic analysis to measure the scale of this 21st Century crime, and it is hoped that this research can be used to help prevent it and to support its victims.

But this is not just about what we do – this is also about you. We know our work is better in a shared academic community that includes you. Where you're coming from and your journey up to this point will have given you your own personal perspectives and ideas. Your experience, energy and willingness to ask the difficult questions benefits you and us.

At Leicester you'll be working with our leading academics who are at the forefront of their disciplines. By sharing their enthusiasm you'll be immersed in a stimulating and innovative learning environment, which will enable you to realise your potential and to compete alongside the very best.

## Media and Communication at Leicester

Has there ever been a better time to study the media? The media today are in your pockets, on your bedside table and in your classrooms, unlike just in the living room a few years ago. The media today are an integral part of social and political revolutions and changes. From online pin-boards to photo and location tagging on Facebook, from long-trusted newspapers read in print to films discussed on YouTube – the media 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 Communication 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 communication.

Our degree courses are 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 communication 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 offers three degree programmes – the BA in Media and Communication, the BA joint honours in Media and Sociology and the new BA joint honours in Film and Media Studies.



## Why Study Media and Communication at Leicester?

- You will be **taught by leading media researchers** who use their latest research to shape their teaching.
- You will receive structured help over three years to boost your **employability after the degree** – including support with identifying goals, getting internships and preparing job applications.
- You will have **practical as well as theoretical** components in the course – our students learn communication theories and get to make their own video productions!
- You will benefit from a campus radio, a campus newspaper, very active student societies – all of which are **activities you can use to give your CV the cutting edge!**
- 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.
- The Department has **performed strongly** in recent national university league tables, finishing 7th in the 2014 Complete University Guide, and 9<sup>th</sup> in the 2014 Guardian Guide.



## Our Research

Our research feeds directly into our teaching, ensuring you benefit from **cutting-edge** developments in your field as they occur.

Some of our current research topics include:

- Online romance scams
- Internet and media in the Arab world
- Media audiences' reception of 'offensive' TV shows
- Media law and regulation
- Chronic illness and online networking



## Study Abroad

You will have the opportunity to study at a university overseas in the second year of your 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 University, Illinois State, USA
- University of Windsor, Canada
- Miami University, USA
- Deakin and Swinsburne Universities, Australia

## BA Media and Communication

If you are looking for a media degree with provides you a broad social-scientific understanding of media and communication, then the BA in Media and Communication is for you. It is our longest running three-year, full-time, campus-based degree programme in which you will study about broad as well as specialised topics covering various kinds of media.

You will study a wide range of contemporary issues related to the study of media and communication. You will learn about how news is produced and reported, how media industries, politics, culture and society interact. And yes – you will learn about a very wide range of media, from newspapers to Twitter, and from films to reality TV. Through the great support we offer you in group as well as individual teaching situations, you will learn to work both collaboratively and independently. The way we will assess you will foster skills in critical analysis, communication, research methods, group work and of course employability.

The first two years of the course mostly consist of core modules. These provide the foundation for the third year, where you can choose from a range of specialist modules. In Year 2, you have the chance to participate in an international exchange programme, which incorporates a wide range of universities abroad. Please contact [erasmus@le.ac.uk](mailto:erasmus@le.ac.uk) for more information.



### Year 1

The first year assumes no previous knowledge of media and communication. It is an introductory year that lays the foundation for the next two years of the degree, where you can choose from a range of advanced specialist modules.

First year modules are designed to enable you to develop a sound understanding of key concepts and topics relating to the study of media and communication. By the end of your first year you will have a good grasp of key aspects of the media-audience relationship from a social, political and cultural perspective.

### Modules

- Introduction to Media and Communication
- Topics in Media and Communication
- The Media in the International Context
- Approaches to Film Production and Consumption

In Year 1 you also study the following two modules from the Department of Sociology:

- Social Change, Identity & Behaviour
- Society in Transformation

## Year 2

The second year builds upon the knowledge that you will have gained in your first year by providing an opportunity to study more specialised modules.

We begin dealing with some very current and exciting topics. We look at the important democratic and political role of the mass media, the development of new media technologies, and dimensions of popular culture. At this point you will also begin to get ready to do your own media research later, so you will also be introduced to research methods and approaches used for analysing media content, media organisations and media audiences, as well as to the study of new/digital media. And what's more, you will have the chance to get hands-on, practical experience of creating your own media products with our optional module on television production.

### Modules

- The Production of News
- The Communication of Politics
- Media, Identity and the Popular
- Analysing Communication Processes
- New Media and the Wired World
- Television Studies: Genre, History and Theory
- Television Production

## Year 3

The third year is your chance to specialise in things that interest you! You get to choose what you study from a wide range of optional modules dealing with quite specific and very interesting aspects of media and communication. For example, our latest optional modules have dealt with the study of working in the creative industries, activism and protesting on the Internet, science and risk reporting, film, celebrity culture, global affairs and communication, and media law. Modules can change subject to staffing and student requirements.

### Modules

- Science, Environment & Risk Communication
- Reporting Panics Ricks and Fears
- Activism and Protest in the Information Age
- Technology, Culture and Power: Global Perspectives
- Global Affairs: Communications, Culture and Power
- The Media, Celebrity and Fan Culture
- Media and the Body
- The Media on Film
- Music as Communication
- Media Law

Alongside your taught modules, you will produce a 12,000 - 15,000 word dissertation project focusing on an area of media and communications that particularly interests you.



## How you will study

Our modules are taught using a combination of lectures, seminars, screenings, various practical activities and assessments, and one-to-one supervision. All lectures are taught by subject specialist lecturers and teaching approaches are adapted to suit the individual aims and objectives of modules (such as the use of computer laboratories and the use of the TV studio for Television Production). Many modules throughout the degree use presentations, group work and reflective assignments as type of assessment.

In the first year, you are supported in different ways. Teaching during the first year of the degree is by a combination of lectures and small group seminars. All first year students also attend study skills sessions and presentation workshops during the first weeks of the degree. These sessions are organised to develop presentation and essay writing skills.

A variety of teaching approaches are employed in the second and third year modules, depending on the subject matter. For example, teaching incorporates film screenings, group work and student presentations of original research. One-to-one teaching is also a feature of the course and dissertation - you are allocated a personal supervisor who supports the development and production of the dissertation project work.

## Assessment

Most modules are assessed by a combination of written assignments, a class presentation and examinations. Third year students are required to complete a 12,000-15,000 word dissertation project on a topic within the field of media and communication. To progress through the degree you need to pass all the relevant elements of assessment.

We're finding out how internet and satellite broadcasting are transforming news media in the Arab world.

Where will your journey take you?

Discover more: [www.le.ac.uk/discover](http://www.le.ac.uk/discover)

**THE Awards Winner**

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“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**  
Graduate, working in Marketing

## BA Media and Sociology

The BA Media and Sociology is a three year, full-time, campus-based degree programme which draws together the core content of media studies and sociology (i.e. BA Media and Communication and the BA Sociology). It is designed to enable you to develop an interdisciplinary understanding of the key debates and phenomena that inform and underpin the relationship between the media and society.

During your studies you will be able to select modules offered by the Media and Sociology Departments, allowing you to tailor your degree to your personal interests. Our supportive and stimulating learning environment will

help you to develop the ability to work independently and will foster skills in critical analysis, communication, research methods, group work and employability.

The first two years of the course mostly consists of core modules. These provide the foundation for the third year, where you can choose from a range of specialist modules. In the second year, you have the chance to participate in an international exchange programme which incorporates a wide range of universities abroad. Please contact [erasmus@le.ac.uk](mailto:erasmus@le.ac.uk) for more information.

## Year 1

The first year of the degree assumes no previous knowledge of media and sociology. It is an introductory year that provides the foundation for the second and third year, where you can choose from a range of advanced specialist modules.

You will attend three introductory media modules and three sociology modules. By the end of your first year you should have a good grasp of the key facets of the media-society relationship and of related social change and development processes.

### Modules

You will study the following modules from the Department of Media and Communication:

- Introduction to Media and Communication
- Topics in Media and Communication
- The Media in the International Context

You will also study the following modules from the Department of Sociology:

- Social Change, Identity & Behaviour
- Sociological Imagination
- Doing Social Research I

## Year 2

We begin dealing with some very current and exciting topics by building upon the knowledge that you will have gained in your first year. You will study three core media modules, as well as two core and one optional sociology modules. We look at the important democratic and political role of the mass media, the development of new media technologies, and dimensions of popular culture. You will also study the key research methods and approaches used for analysing media content, media organisations and media audiences, and you will gain advanced knowledge of doing social research and studying sociological topics and theories.

## Modules

You will study the following modules from the Department of Media and Communication:

- The Communication of Politics
- Media, Identity and the Popular
- Analysing Communication Processes

You will also study the following modules from the Department of Sociology:

- Doing Social Research II
- Critical Sociological Theory
- An optional Sociology module (e.g., youth, culture and politics, sociology of deviance, sociology of fashion)

## Year 3

The third year is where you get a chance to specialise in a chosen area of your interest! You will study four options from a selection of media and sociology modules that explore different aspects of contemporary media and society. Some of the options we have recently offered include the study of working in the creative industries, activism and protesting on the Internet, science and risk reporting, film, celebrity culture, global affairs and communication, and media law. Sociology modules offered include the study of identity, memory and representation, ageing and life course, health and the body, science and society, and global poverty and development. Modules can change subject to staffing and student requirements.

Year 3 modules on following page.

## Modules

You will study the following Media modules:

- Science, Environment & Risk Communication
- Reporting Panics Ricks and Fears
- Activism and Protest in the Information Age
- Technology, Culture and Power: Global Perspectives
- Global Affairs: Communications, Culture and Power
- The Media, Celebrity and Fan Culture
- Media and the Body
- The Media on Film
- Music as Communication
- Media Law

You will choose from the following Sociology modules:

- Culture, identity and representation
- Football and society
- Ageing, death and the life course
- Memory, society and self
- Science and society
- City life and social order
- Global poverty and development
- Health, illness and the body

Alongside your taught modules, you will produce a 12-15,000 word dissertation focusing on an area of media and communications or sociology that particularly interests you.





## How you study

Our modules are taught using a combination of lectures, seminars, screenings, various practical activities and assessments, and one-to-one supervision. All lectures are taught by subject specialist lecturers and teaching approaches are adapted to suit the individual aims and objectives of modules. Many modules throughout the degree utilise presentations, group work and reflective assignments as type of assessment.

In year one, you are supported in different ways. Teaching during the first year of the degree is by a combination of lectures and small group seminars. All first year you also attend study skills sessions and presentation workshops during the first weeks of the degree. These sessions are organised to develop presentation and essay writing skills.

A variety of teaching approaches are employed in the second and third year modules, depending on the subject matter. For example, teaching incorporates film screenings, group work and student presentations of original research. One-to-one teaching is also a feature of the course and dissertation you are allocated a personal supervisor who supports the development and production of the dissertation project work

## Assessment

Most modules are assessed by a combination of a class presentation, written assignments and an examination. In the third year you are required to complete a 12,000-15,000 word dissertation on a topic within the field of media and communication or sociology. To progress through the degree you will need to pass all the relevant elements of assessment.

## BA Film and Media Studies

In this degree you will study film and other (screen, broadcast and print) media as well as the different but related approaches taken within humanities and the social sciences. The degree runs over three years with core modules in the first and second years, followed by options and a dissertation in the third year. In the first and second years you take three modules (i.e. 60 credits) in Film and three modules in Media. In the third year you must take a minimum of 40 credits in both disciplines. You will also write a 40 credit dissertation in either Film or Media Studies or a combination of the two. Throughout the course you will be encouraged to develop work across the two disciplines.



### Year 1

In the first year you take 60 credits (i.e. three modules) in Film and 60 credits in Media. In your first semester you will take Reading Film; Approaches to Film Production; and Consumption and The Media in Britain, while in semester two you will take Realism and the Cinema; Film and Art; and The Study of Media Audiences.

### Year 2

As in the first year, you will take 60 credits in Film and 60 credits in English. In semester one you take American Film and Visual Culture; Film Production; and Media, Identity and the Popular. In semester two your modules are Researching World Cinemas; Analysing Communication Processes; and The Communication of Politics.

### Year 3

In your third year, you will take a minimum of 20 credits in each subject. You will write a 10,000 word dissertation module on a subject of your choice in either Film or Media Studies or spanning both disciplines. The other modules are chosen from a wide range of offered by the Departments of History of Art and Film and Media and Communication.

Current Film options include Screen Gothic; B-Films and Serials; Women in Cinema; The Golden Age of French Cinema; British Cinema and Society in the 1980s and 1990s. Current Media options include Global Affairs: Communications, Culture and Power; Music as Communication; The Media on Film; The Media and the Body; Advertising and Cultural Communication; The Media, Celebrity and Fan Culture.

## 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.

### Support for Students

We are proud of our relationship with our students, and we are on hand should you 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.

All teaching staff have regular 'office hours' during which you can have one-on-one meetings. You will be allocated a supervisor to help you plan, design and coordinate your dissertation. Additionally, you will have 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 provides excellent central support services:

Academic guidance is provided by Learning Development.

**[www.le.ac.uk/succeedinyourstudies](http://www.le.ac.uk/succeedinyourstudies)**

The Welfare Service offers advice in the areas of health, wellbeing and accessibility.

**[www.le.ac.uk/welfare](http://www.le.ac.uk/welfare)**



“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.”



“ One of the best aspects of the course 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, Graduate, completing a Postgraduate Diploma in Broadcast Journalism**

## 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.

## University Library

We continually invest in all our facilities to meet the needs of all our students. The award-winning **David Wilson Library** is a stunning light, airy five-storey building providing state-of-the-art facilities.

Self-service loan and return, group study rooms, hundreds of PCs, netbook loans, wireless access throughout, staffed Help Zones, 24-hour opening during term time, plus a bookshop and café create a study environment second to none.

We invest over £6m a year in the Library. It includes access to over a million printed volumes and our Leicester Digital Library of tens of thousands of journals, over 350,000 eBooks. There are also online guides to finding information for your course work. You can use the Digital Library from anywhere you have an Internet connection.

The Library also has extensive collections of rare books and archives, ranging from the 12th to the 21st centuries, with particular strengths in English local history, medieval manuscripts and the work of a number of modern literary authors.

There are also Specialist Librarians for each subject area, who can provide detailed advice for your discipline and help you make the most of the resources available in the Library and on the web.

In 2012 the Library won the prestigious Times Higher Education Outstanding Library Team award.

[www.le.ac.uk/library](http://www.le.ac.uk/library)

## Careers

Our graduates tend to find employment in the communication field in the widest sense, from public relations and advertising through to media production itself. The knowledge and skills students acquire on our programmes can also equip them for jobs in teaching, social work, government, regulatory bodies, public policy think tanks, market research and business analysis companies.

There is no doubt that the media industry is a competitive one, but our structured support and guidance on employability throughout the various stages of the three year degree enables you to get crucial work experience and develop professional skills in local media and media-related companies. We actively support you in applying for work experience and placements.

There are also great opportunities for further postgraduate study in this field, including here at Leicester. More information about the careers of our graduates can be found on our website.

The Career Development Service can help you gain the extra dimension you need to stand out – real-world skills and qualities that will not only enhance your early career prospects, but will stay with you for life. The way to make the most of you is to work with them the moment you arrive at Leicester.

The Career Development Service looks at the bigger picture and encourages you to be reflective and think about what you want out of a career. You can then explore your options and begin looking at what you need to do to fulfil those big ambitions.

Your academic talent is a key ingredient to success, but having relevant experience is another vital element. The Career Development Service provides a multitude of opportunities to ensure you're able to acquire the experience needed to get that all important foot on the ladder. So whether you want to make a difference in the voluntary sector, reach the top in high-flying business or be the next big thing in media, there are specially designed programmes and activities that can support you in getting the skills, experiences and exposure you need.



The Career Development Service is also unique in having its own network of graduate employers who tell them what they want in an employee in terms of skills and knowledge. Graduate employers visit campus all year round, offering workshops and talks on different career pathways. You have the chance to network, get the inside knowledge on industries and find out exactly what employers are looking for.

The Festival of Careers is a three-day event where you can meet over 120 employers advertising over 9,500 graduate jobs. Before you attend you have a preparation session with expert advisers so you can make the best impression, know the questions to ask and make the most of the event.

Find out more at [www.le.ac.uk/careers](http://www.le.ac.uk/careers)

## 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.

The Department of Media and Communication offers several postgraduate programmes:

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

Many of our courses are also available via Distance Learning. These programmes provide ideal opportunities for you to continue your education and enhance your employment opportunities.



## Student Life

### Campus

On our bustling compact campus it's rare to walk from one end to the other without bumping into someone you know along the way. The campus is a vibrant community, with all manner of places to meet, eat and drink, as well as study. We're committed to providing you with high quality facilities and our £1bn campus development plan ensures all our resources meet the needs of modern and ambitious students.

### Students' Union

The Students' Union is brimming with opportunities that will make your time at Leicester unforgettable. The spectacular Percy Gee building boasts superb facilities, from bookshops to bars and the fantastic live-music venue, O<sub>2</sub> Academy Leicester. You are encouraged to get involved with the SU – there are over 200 student societies covering a huge range – sport, politics, media, performing arts and much, much more. It's a great way of meeting new people, gaining skills or trying something completely different!

### Accommodation

Our accommodation offers you a wide variety of choice. Whether you fancy self-catered or catered, en-suite or standard, there will be a package to suit

you. Our halls at Oadby are surrounded by beautiful Botanic Gardens and offer a thriving social life. Accommodation in the city gives you independence and the amenities of the city right on your doorstep. You are guaranteed a room in halls if you apply for accommodation by 1 September of your year of entry.

[www.le.ac.uk/accommodation](http://www.le.ac.uk/accommodation)

### Sports facilities

The University has recently invested £10m in its sports facilities. You can enjoy a work out, take a swim or work up a sweat in a fitness class at our sports centres on campus or at Manor Road (next to the Oadby Student Village). You are also encouraged to get involved with our sports clubs, which welcome members of all abilities. Keen competitors can also represent the University through Team Leicester, the hotly-contested Varsity matches and get involved with our thriving Intramural events.

[www.le.ac.uk/sports](http://www.le.ac.uk/sports)

### Embrace Arts

The University has its own arts centre, Embrace Arts, with a packed programme for students and the public, featuring music, dance, theatre, comedy as well as exhibitions. It also runs courses covering everything from salsa dancing to jewellery making. Students can get concessionary prices and discounts on courses and workshops.

[www.embracearts.co.uk](http://www.embracearts.co.uk)

## About the City of Leicester

Leicester is a lively and diverse city and the tenth largest in Britain. It has all the activities and facilities you would expect, with a friendly and safe atmosphere. The city centre is just a short walk from campus so you'll never be far from the action.

Leicester's diverse heritage is reflected in a dazzling array of festivals and cultural experiences including the largest Diwali celebrations outside India, the UK's longest running Comedy Festival, the eclectic Summer Sundae Music Festival, and the University's hugely successful book festival – Literary Leicester.

Recent developments have led to the opening of the world-class Curve Theatre and Phoenix Square Independent Arts Centre in the new Cultural Quarter, which complement Leicester's existing array of cinemas, theatres, museums and galleries. The sparkling Highcross complex features 110,000 square metres of retail therapy, bars, cafés and restaurants. For those with independent tastes Leicester Lanes houses a variety of boutiques and specialist shops.

As you would expect from a true student city, there is a huge variety of bars, clubs and live music venues that cater for all kinds of tastes. Food lovers are treated to a fantastic selection of restaurants, with specialities available from every corner of the world.

## For further information please contact

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w: [www.le.ac.uk/mediacom](http://www.le.ac.uk/mediacom)

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.



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