

# Communication and Media with a Year in Industry

BA (Hons)

## COURSE DETAILS

- A level requirements: [ABB](#)
- UCAS code: P901
- Study mode: Full-time
- Length: 4 years

## KEY DATES

- Apply by: [29 January 2025](#)
- Starts: 22 September 2025

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## Course overview

This four-year programme combines our three-year Communication and Media programme with the opportunity to take a salaried placement of approximately 40 weeks with a relevant employer in your third year. Your placement will allow you to apply your learning in the workplace, as well as preparing you for your future career.

## INTRODUCTION

The world we live in is dominated by media in many forms. From entertainment and culture, through news and social media, to politics and promotion: the media shapes our understanding of what we know and what we consume. Whether you want to work in one of these areas, to research their impact or simply to understand more about our relationship with media, this programme provides a thorough introduction with plenty of opportunities to develop specialist skills.

During your first year, you will develop your foundational understanding and academic skills through core modules in media, communication and language. As your degree progresses, you will have the opportunity to tailor your studies through a wide range of optional modules in topics such as political communication, screen media, virtual worlds, digital cultures, media writing, language and public relations. These modules will allow you to pursue your own interests and focus on particular media and communication forms, analysing how they are organised as text, how they represent the world to us and ourselves to the world, and how the media industries are organised to produce and profit from them. We teach all of our

students to acquire strong research skills, and you'll be given the opportunity to practice them through independent or collaborative research.

### **Year in industry**

This programme is available with an optional [year in industry](#). If you choose this option, year three is spent on a paid placement within an organisation in industry, broadly defined. You will be supported by the School of the Arts and the Department throughout, and your reflexive written account of the experience will contribute towards your final degree result. If you wish to study this programme with a year in industry, please put the option code 'YI' in the 'further choices' section of your UCAS application form.

Your third year will be spent on a paid placement within an organisation in the media industry, broadly defined. You will be supported by the Department and the School of the Arts throughout, and your reflexive written account of the experience will contribute towards your final degree result.

Our final year module 'Viral Video' enables students to develop practical skills in videomaking. Check out their efforts on our dedicated [YouTube page](#), or search 'Media/Pool'.

### **WHAT YOU'LL LEARN**

- Practical skills, including media writing, blogging, analysis of social media data, and video-making
  - Research skills
  - Commercial and cultural understanding
  - Critical analysis
  - Problem solving
  - The ability to construct arguments and convey ideas effectively
  - Effective communication and presentation skills
  - Professional skills, attitudes and behaviours
  - Team-working and interpersonal skills.
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# Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

## YEAR ONE

Everybody who studies with us takes core Communication and Media modules in year one. These introduce key ideas and theories in Communication and Media and offer a basic understanding of many of the key areas of the subject in which you may choose to specialise later on. Besides introducing students to Communication and Media as a subject, our first year is designed to support you as you acquire and practice the academic and analytical skills you will need to succeed as a student and in your chosen career.

## COMPULSORY MODULES

### **COMMUNICATION, CULTURE, AND MEDIA ANALYSIS A (COMM111)**

**Credits: 30 / Semester: semester 1**

This module will give students foundational knowledge about ways that communication, media, and culture can be systematically and critically analysed: students will learn about key concepts and theories from the field of media and communication studies and about how these are applied as tools for analysis. The module offers examples of the craft of screen analysis, cultural analysis, and social scientific communication studies. These will be analytical approaches that students can subsequently use in the course of their studies.

### **DIGITAL COMMUNICATION AND SOCIAL MEDIA (COMM113)**

**Credits: 30 / Semester: semester 1**

This module will provide a broad introduction to digital communication and social media as an object of study. It will facilitate students in thinking about the role of the internet, digital platforms and social media apps and their role in culture, society and democracy. It will firstly ask what is different about digital and social media compared to more traditional media, and pose the question of whether we need new tools and ways of thinking in relation to these newer media. It will then introduce several topics and case studies to allow students to think about the role and potential influence the rise of these tools may or may not have had on society.

### **INTRODUCTION TO COMMUNICATION AND MEDIA STUDIES A (COMM101)**

**Credits: 30 / Semester: semester 1**

This module will introduce students to foundational knowledge in the field of communication and media studies. Students will learn how communication practices and media technologies have developed historically and their relevance for social, political and economic changes, as well as learning about the development of Communication and Media as a broad and diverse academic field. The module familiarises students with different theoretical perspectives both historical and contemporary.

## **MEDIA INDUSTRIES AND INSTITUTIONS A (COMM109)**

**Credits: 30 / Semester: semester 1**

This is an introduction to issues and concepts surrounding media and communication industries and institutions. The module gives students exposure to core and current debates and issues such as the political economy of media, relations with power and regulation, and processes of globalisation, digitalisation and conglomeration. Students will learn about creative roles and the practices and lived experiences of professional media workers, including the process of conceiving and developing media texts. Successful students will be able to critically consider media and communication studies with an emphasis on its industries and institutions.

*Programme details and modules listed are illustrative only and subject to change.*

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## **YEAR TWO**

Your year two modules offer plenty of options, so you can begin to specialise in the areas which interest you most or which might prove valuable for your chosen career. For example, you can delve more deeply into film and the entertainment industry, the representation of self and society, or the interplay between global media and war. Or you can explore some of the practices associated with media writing and promotional media. All students also take two modules which will introduce you to academic research and support you to practice and develop your research skills.

Alongside these, you will take a module (**SOTA260**) which offers thorough preparation for your year in industry, focusing on acquiring employability skills and presenting yourself to prospective employers.

NB: most of our Year Two modules are offered in 15-credit and 30-credit versions so, for simplicity, the list below only includes 30-credit versions.

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## **COMPULSORY MODULES**

### **COMMUNICATION AND MEDIA RESEARCH I (COMM207)**

**Credits: 15 / Semester: semester 1**

This module will enhance students' understanding of academic research in the field of communication and media studies. It is the first of a series of two modules that will equip students with the skills and techniques needed to analyse, execute, interpret, and present academic research. The module will also prepare them for advanced academic projects such as their final-year projects/academic dissertations. This module will introduce students to the basics of academic research – from the key elements in a research study to the difference between primary and secondary, and quantitative and qualitative research. Students will be taught how to write literature reviews and what ethical considerations to bear in mind when designing a research study.

## **COMMUNICATION AND MEDIA RESEARCH II (COMM208)**

**Credits: 15 / Semester: semester 2**

This module will enhance students' understanding of academic research in the field of communication and media studies. It is the second of a series of two modules that will equip students with the skills and techniques needed to analyse, execute, interpret, and present academic research. The module will also prepare them for advanced academic projects such as their final-year projects/academic dissertations. This module will introduce students to specific quantitative and qualitative research methods for the study of media texts, audiences and producers, continuing on from the semester 1 Research Methods module. These will include textual analysis, content analysis, thematic analysis, discourse analysis; surveys, interviews, focus groups, ethnography; as well as archival research and digital research. Students will also be taught how to formulate research questions, what makes a good student dissertation/final year project and how to communicate their research. They will then be required to prepare research proposals for their final year projects/dissertations.

## **PROFESSIONAL AND CAREER DEVELOPMENT (COMM260)**

**Credits: 15 / Semester: semester 1**

This module helps you to explore and develop professional skills, attitudes and behaviours that will support career planning and facilitate a successful transition into a year in industry, should you choose to complete one.

## **OPTIONAL MODULES**

### **PUBLIC RELATIONS, MEDIA AND DIGITAL SOCIETY (COMM240)**

**Credits: 15 / Semester: semester 1**

This module will explore theoretical perspectives on Public Relations, including critical perspectives on its role in media and digital society and the professional practice of promotional writing, a key skill within and beyond PR. Students will develop understanding of what it means to be a creative professional in the PR industries by learning to organise their time effectively, to produce work to specific briefs and to ensure attention to detail in the delivery of projects.

### **DIGITAL MEDIA AND DATA B (COMM245)**

**Credits: 15 / Semester: semester 1**

This module will be of particular interest to students interested in data and how it is collected and used in modern society; in the politics and policy questions around social media; and in the interactions between media, platforms, and citizens. It will introduce students to the study of online media and platforms, with a particular focus on 'big' social trace data. As well as developing their understanding of how Internet-based media systems work, students will engage with key online political communication policy questions.

## **INTRODUCTION TO CULTURAL STUDIES B (COMM254)**

**Credits: 15 / Semester: semester 1**

Introduction to Cultural Studies provides a foundational understanding of the key approaches, methods and theoretical perspectives in the interdisciplinary field of cultural studies. The module starts with an historical overview of the development of cultural studies and explores its links with related fields such as anthropology, sociology, and everyday life studies. The module is taught in four blocks. Blocks 2-4 are organised around core thematic areas of focus which provide, respectively, an introduction to perspectives in the study of contemporary visual cultures; an introduction to urban cultural studies and the spatial humanities; and critical reflection on 'future cultures' and the shifting boundaries that define understandings of 'nature' and 'culture' in the age of the posthuman and the Anthropocene. Engaging with theoretical perspectives and debates that address a broad range of contemporary issues in the study of culture, media and everyday life, the module draws extensively on ethnographic, text-based and other qualitative methods, with a particular emphasis towards understandings of culture and media as forms of social, embodied and political practice and the everyday 'doingness' of cultural experience.

## **GLOBAL NEWS, MEDIA AND WAR (COMM213)**

**Credits: 15 / Semester: semester 1**

The media are now central to any discussion of contemporary war and conflict while global news reporting is supposedly in decline. How can we understand the interplay between global news, media and war in the context of rapidly evolving communication technologies and journalistic practices? This module explores the broader context of global news focusing on media in different parts of the world and the way they report on global issues. It considers the professional practice of foreign reporting and the challenges that notions of ethics, objectivity and attachment present for journalists. Then it engages with both the responses of states, including the use of media management and persuasion, and those of audiences who are often conflicted in reaction to distant conflict. The module concludes with an investigation of specific wars of recent years and a look at the future of reporting war and beyond.

## **CONVERGED MEDIA AND SCREEN ENTERTAINMENT B (COMM251)**

**Credits: 15 / Semester: semester 1**

Converged Media and Screen Entertainment B examines key ideas and arguments in the broader field of media industry studies with a view to provide students with wide-ranging account of how the screen industries produce and distribute commercial entertainment within a converged media environment, while operating as part of organizational arrangements and professional practices that separate them from industries with an information focus. The module accounts for the local, national and global dimension of screen entertainment with case studies and examples taken from a variety of geographical contexts and covers a number of industries, mainly film and television, but also with references to games and social media.

Organised around 4 blocks – Terms of Reference, The Global Spectre of Entertainment, The Production of Entertainment and Entertainment Labour – the module kicks off with some conceptual issues and definitions around what entertainment is and how the landscape in which it is produced and disseminated is defined by media convergence and – increasingly – deconvergence. With these terms of reference accounted for, the second block surveys some key characteristics related to the global nature of screen entertainment: the issues at stake in regulating its circulation across different geographical, political and cultural environments; the ways in which its production tends to be clustered around particular hubs and networks, the ways in which it contributes to global media flows organised around distribution power and the ways it is also disseminated through informal or piracy networks.

After an independent study week that enables students to catch up with reading and prepare for their first assignment, the module continues with a block on the production of entertainment, with an emphasis there being on some of the textual characteristics of entertainment products as these are influenced by marketing and brand integration, by intellectual property management and the increasing reliance on narrative universes and world-building, and by promotional content designed to move swiftly across media platforms and to attract online interaction. Some of these characteristics distinguish clearly entertainment media from media that revolve around information. Finally, the last block deals with issues relating to working in screen entertainment industries, focusing primarily on issues relating to unions and crafts and the ways they try to control entertainment with an environment where the power of the unions has declined as well on issue of diversity in the screen industries work force.

## **GLOBAL HOLLYWOOD B: FROM FILM ART TO MEDIA ENTERTAINMENT (COMM203)**

**Credits: 15 / Semester: semester 2**

This module examines the transformation of Hollywood cinema as a distinct mode of film practice with its own codes and conventions to a complex and multifaceted global media enterprise that now encompasses film, television, the internet and other screen-based media. With film being increasingly consumed away from the theatres, and with the talent that is involved in entertainment media circulating fluidly across different media and markets, Hollywood is not only about cinema but about a number of entertainment industries that are controlled by a handful of giant conglomerates. The module is organised in two blocks. The first block examines the key characteristics of Hollywood cinema as these were crystallised in the earlier decades of the 20th Century. Concepts such as the studio system, the classical narrative and style, modes of representation, film genres, stardom, technology and performance are discussed in detail. The second block deals with the transformations that started taking Hollywood by storm especially from the 1970s onwards, including: the emergence of the blockbuster film culture, the conglomeration of the film industry, the rise of franchise entertainment, the links to independent film production, Hollywood's relationship to television (cable and online/streaming) and others.

## **AI AND DIGITAL MEDIA (COMM258)**

**Credits: 15 / Semester: semester 2**

In this module, students will learn about Artificial Intelligence algorithms that influence the development of digital media systems and content. Students will critically address key questions around the social, political and economic consequences of online platforms' use of AI systems and how they are or could be regulated.

## **MEDIATING THE PAST (COMM256)**

**Credits: 15 / Semester: semester 2**

This module examines the role of the media and cultural industries in shaping the narratives that define who – and where – we are in relation to our past(s). As an examination of media and the past, the module acknowledges that the study of the mediation of history is closely bound up with the history of media itself as a set of technologies, discourses and practices. The weekly lectures each focus on a specific topic, although there is considerable overlap between ideas and themes that run throughout the module. As well as gaining a theoretical understanding of some of the core issues relating to the representation and mediation of the past, the module also incorporates a practical element in the form of a museum field trip. The module provides a detailed overview of themes and critical perspectives on heritage and cultural memory, including: media and historiography; heritage and nostalgia; the relationship between media, memory and forgetting; museums and the curating of memory; identity, imagined communities and post-memory; and the impact of digital cultures on archival practices.



## **UNDERSTANDING DOCUMENTARY (COMM282)**

**Credits: 15 / Semester: semester 2**

Besides introducing you to a variety of remarkable and sometimes rare documentary texts, this module examines the key purposes, forms and approaches employed at different moments in the history of documentary, how documentary represents the “real world”, and notions of “truth”, ethics and audience engagement. The module also focuses on how documentary form and content can be analysed.

## **INTRODUCTION TO PROGRAMMING (COMM226)**

**Credits: 15 / Semester: semester 1**

This module introduces the core principles and techniques of computer programming. The emphasis of the module is to develop technical skills in coding, including the use of variables, loops, functions and libraries. Concepts are introduced in a practical and accessible way, and placed within the context of communication and media. The aim of the module is to develop students’ abilities in coding so they can understand better the role of algorithms in society, and are ready for further study in data science and visualisation. By the end of the module, students will have a strong grounding in coding and recognise its role in communication, media and data science.

## **IMMERSIVE MEDIA AND VIRTUAL WORLDS B (COMM211)**

**Credits: 15 / Semester: semester 2**

The second-year module Immersive Media and Virtual Worlds explores the histories, theories, and industries related to the production of immersive experiences, digital technologies and virtual realities and worlds. In particular, the module will focus on video games and cinema.

## **INTRODUCTION TO MUSIC PSYCHOLOGY (MUSI290)**

**Credits: 15 / Semester: semester 1**

Music Psychology is a multi-disciplinary field that aims to understand and explain musical activities and experiences through the scientific study of mind and behaviour. This module introduces key contemporary topics and research in this area, including the origins of music, music and emotion, the brain on music, musical development, music and cognitive performance, and music and health. The module will follow a flipped classroom instructional strategy that includes a set of video lectures, hands-on seminars, and individual tutorials. In the lectures, students will be introduced to central concepts, perspectives, and research on a variety of core topics of Music Psychology. These topics will then be actively explored during the seminars through a set of practical activities and group discussions. Individual tutorials will support students to develop their knowledge of research in the field, refine their areas of interest within the topics discussed and coursework preparation. The assessment framework includes one coursework assignment and one multiple choice exam.

## **MUSIC IN GAMING (MUSI273)**

**Credits: 15 / Semester: semester 1**

This module examines the function and design of music in video games (including games-consoles, PCs, and smart-phone 'apps'). It considers the historical development of music in gaming, the relationship between game-music and technological advance, and the role and function of music in different types of game (and how this dictates compositional choice). This is achieved via a combination of case-study analyses and engagement with appropriate literature and research. Delivery incorporates lectures, workshop/seminars, and directed activity. Assessment incorporates a discursive essay and a portfolio of case-study analyses. The module assumes the study and discussion of case-study examples, but is delivered and assessed in a manner which does not require technical music skills (ie notational literacy or formal analytical method).

## **SOUND, TECHNOLOGY, AND SOCIETY (MUSI241)**

**Credits: 15 / Semester: semester 1**

This course examines the ongoing relationship between technological development, popular music and the cultures which surround it. Students are introduced to major perspectives on popular music and technology in order to examine social, aesthetic and historical issues.

## **THE CINEMATIC CITY (FILM201)**

**Credits: 15 / Semester: semester 1**

The modern city and the cinema developed together, and as they developed they referred to each other: cities have always been a prime space for film, while many urban theorists have found it useful to think of cities as cinematic spaces. The module introduces you to cinematic ways of representing the city, through the study of a number of representative films that deal with some major global metropolis. You will have the opportunity to produce your own short smartphone film of the city of Liverpool as part of a small-scale group project. This will allow you to put your ideas into practice and to reflect on the filmmaking process. No prior knowledge of practical filmmaking is required to enrol in this module but you are expected to be willing to familiarise yourself with the process of shooting and editing of a smartphone film.

## **WORKING IN MUSIC INDUSTRY (MUSI252)**

**Credits: 15 / Semester: semester 1**

This module introduces students to who does what in music industry. Essentially, music industry is a collaborative effort between musicians and various personnel from a range of music companies. Music companies 'add value' to musicians by providing them with services they find difficult or impossible to provide for themselves. These 'music companies' are spread across the music industries of recording, music publishing and live performance; increasingly companies from outside traditional music industry also offer services to musicians (for example, online and IT companies). The module will consider what key jobs and roles exist in the world of converting imaginative ideas into commodities for sale in music markets.

## **PROPAGANDA AND CENSORSHIP (FILM202)**

**Credits: 15 / Semester: semester 1**

Using some of the most controversial films ever made as case studies, this module examines the relationship between film, political authority and public morality. The module examines films from the Soviet Union, Nazi Germany, the German Democratic Republic, France, Italy, Spain and China. All films are shown with English subtitles and the module is suitable for all students in HSS interested in film, propaganda and censorship.

*Programme details and modules listed are illustrative only and subject to change.*

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## **YEAR THREE**

You will spend Year Three on a paid placement within an organisation in the media industry, broadly defined. Support for your placement will be provided by the Department and the School of the Arts. Your reflexive written account of the experience, connecting it to your academic studies, will contribute towards your final degree result, before your programme concludes with a fourth and final year of academic study in Liverpool.

## **COMPULSORY MODULES**

### **COMMUNICATION AND MEDIA YEAR IN INDUSTRY (COMM600)**

**Credits: 120 / Semester: whole session**

The placement year is not just about gaining work experience, it is also about deepening your academic understanding in your Communication and Media programme. Whatever modules you have taken previously, your prior studies in years 1 and 2 will have given you some appreciation of general issues and theoretical concerns in your subject area, for example on the Writing for the Media module, the Public Relations, Media and Society module, the Games module, etcetera. Your placement will give you some real-world experience against which to compare that academic knowledge. The experience will in turn inform your final year studies, providing you with material to discuss in such modules as the Independent Project or the Dissertation.

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## **YEAR FOUR**

Your final year offers an even wider range of options, designed to provide opportunities to specialise further in your chosen areas of the subject and to strengthen your employability and research skills. Some modules encourage you to deepen your understanding of the topics studied in year two, but you can also learn to study magazines and design your own, explore how media represent human rights issues or the environment, or discover areas as diverse as photography, strategic communication or queer film, for example.

All of our students undertake a project involving their own sustained, research-based work in their final year, whether by taking the Dissertation module, collaborating on staff research, or producing brief videos to client.

Students must choose one of the following modules in the list below: **COMM401, COMM342 or COMM335.**

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## **OPTIONAL MODULES**

### **YOUNG PEOPLE AND THE MEDIA (COMM343)**

**Credits: 15 / Semester: semester 1**

This module will explore the relationship between children, young people and the media with a focus on society and politics. It will provide an overview of the main historical debates and theories in the field. It will also focus on key processes such as socialisation and social identity. Students will be required to write a book chapter on one of the key module themes.

### **DISSERTATION (COMM401)**

**Credits: 30 / Semester: semester 2**

A dissertation is a self-contained piece of original research. It is your chance to study a topic that interests you in depth, guided by a member of the Department's academic staff who will act as a supervisor for your research. While it is not expected that the dissertation will achieve the standard of a published article, a general idea of the length, format and style of presentation envisaged can be obtained by scanning academic articles in the area that the dissertation will deal with.

### **FINAL YEAR PROJECT (COMM335)**

**Credits: 30 / Semester: semester 3**

This module will provide students with the opportunity to work on a final year project. The nature of the project will be negotiated between the students and their supervisors. It might include: working on live academic research projects or working on live projects in collaboration with academic staff and external partners or working on practical outputs related to a specified (research) task.

## **GAMES AND ALGORITHMIC CULTURE (COMM309)**

**Credits: 15 / Semester: semester 1**

Games and Algorithmic Culture investigates how videogames are responding and contributing to the current technological and cultural changes in the use of AI, data mining, procedurally generated content, metrics and automation. The module provides a fundamental knowledge of the videogame industry and its new markets and trends, such as eSports, live streaming, independent productions, casual and mobile gaming. It explores how these new social, cultural and aesthetic trends of game culture are framed around a broader algorithmic culture that pervades our contemporary techniques of digital production and distribution. The module will enable students to understand the specificity of games as new media, to critically analyse the technical, economic and social factors that frame contemporary digital culture, and identify areas of intervention within the global entertainment industry.

## **STARDOM AND MEDIA CELEBRITY (COMM303)**

**Credits: 15 / Semester: semester 1**

This module examines the significant contemporary media phenomenon of stardom and celebrity. It investigates fame and public identity across a range of media contexts, platforms and public spheres, including film, television, social and digital media, music and advertising. Students will analyse the way in which stardom and celebrity is constructed by producers, consumers and users through film texts, marketing discourses, multimedia platforms, and national/transnational contexts and specific historical circumstances. They will embark on research projects that develop an understanding and application of critical and cultural theory to their own case studies. The module offers a critical insight into the history of stardom within mainstream and alternative media from early media personalities and Hollywood stardom, to powerful international cross-media stars or 'ordinary' celebrities in reality and social media. It will explore conceptual approaches to celebrity culture and star images, including the democratisation of stardom through the everyday performance of self, ideas of authenticity and identification, and portraiture. It will consider the financial value of stars and celebrity to global media industries and networks, including branding, labour studies and media control. And it will analyse the interplay between the economic, the political and historical, the theoretical, and the formal elements that inform our ongoing engagement and fascination with public personalities.

## **MEDIA AND CAMPAIGNING (COMM302)**

**Credits: 15 / Semester: semester 1**

This module explores the role of the media during electoral and other campaigns. It explores the relationships between media, politics and the democratic process. We will study the evolution of the electoral campaign and changes to the form and content of campaigns might have impacted broader democratic concerns. We consider some of the key concepts and theories which seek to conceptualise the communication and mediatization of public and political mechanisms. We will assess whether campaigns matter, whether the system put in place to oversee campaigns is fit for purpose, and how well the media report on and scrutinise campaigns.

## **ISSUES IN PHOTOGRAPHY (COMM323)**

**Credits: 15 / Semester: semester 1**

Investigating both early and contemporary photography, this module examines the role photography plays in remembering private and public events, particularly those that test the limits of visual representation. It will unpack contemporary debates among photographers, journalists and art historians on topics such as photographing suffering and the relationship between photography, affect and emotions. We will discuss the difference between analogic photography and digital photography; ID pictures and family photos; artistic photography and journalistic photography; and personal and public pictures. Students will also learn to read, discuss and critically write about how the different components of a photograph (such as framing, montage, lighting and materiality) serve as a tool of expression and means to interpret events.

## **MEDIA AND HUMAN RIGHTS (COMM317)**

**Credits: 15 / Semester: semester 2**

The module studies human rights through the lens of the media in order to critically understand the changing nature of human rights' representation and the role media play in representing and responding to critical human rights issues. It explores the interconnections between media and human rights focusing on media and human rights theory, policy and practice and exploring both historical developments and contemporary issues. In particular, the implications of the global media in the current information age for a range of key human rights' issues are analysed. Among the issues that will be reviewed are terrorism and war on terror, freedom of speech, human trafficking, asylum and immigration, torture and genocide, humanitarian intervention.

## **NEWS MEDIA AND SOCIETY (COMM301)**

**Credits: 15 / Semester: semester 1**

This module examines the concept of news, how it is constructed and disseminated, and the implications this has for society. Students will be introduced to key debates related to the historical development of journalistic norms and ideals such as the rise of objectivity and impartiality. The module also considers key theories which help to explain how news is selected and produced such as 'news values' and 'agenda-setting', and furthermore, the potential implications for audiences as citizens. The module will also consider the political and economic pressures which journalists face when reporting the news. We will also consider the future of journalism in a digital age, examining the challenges of producing news in times of declining revenue and the rise of the Internet and social media platforms.

## **DATA SCIENCE AND VISUALISATION (COMM227)**

**Credits: 15 / Semester: semester 1**

This module builds on the skills developed in the Introduction to Programming module to explore more advanced data analysis and visualisation techniques, based around coding. The full data lifecycle is considered, with a focus on data collection, processing, analysis and visualisation. Methods covered include probability distributions, statistical regression and multidimensional plotting. The module will focus on analysing and visualising data relevant to communication and media, but it will also critique how data are used and presented in the media. It will also touch on the machine learning and artificial intelligence techniques that underlie many of the most powerful digital applications. The module is assessed by a piece of coursework, where students develop a portfolio to describe and apply the methods covered in the module. By the end of the module, students will be able to select and use appropriate methods to analyse and visualise a range of data.

## **ENTERTAINMENT MEDIA AND SCREEN HISTORY (COMM328)**

**Credits: 15 / Semester: semester 1**

This module explores entertainment (specifically film and television) as an “unofficial” source of historical knowledge. For many people, entertainment is the primary site of engagement with history and one that makes history relevant, accessible and enjoyable in the present. It will consider what is required to make history entertaining and what this suggests about the kinds of stories that are enjoyable to consume compared to those that are omitted and silenced. The majority of screenings are British/American productions and we will consider the way in which this shapes those perspectives, but we will also draw on international examples during the course. These non-academic popular encounters with history offer a space for alternative and challenging versions of history. In this module we will consider the ways in which this can reinforce, resist or disrupt “official” accounts of history.

## **INTRODUCTION TO STRATEGIC COMMUNICATION (COMM312)**

**Credits: 15 / Semester: semester 2**

This module offers students an introduction to study of strategic communication, seen as an interdisciplinary field of research and professional practice. Students will familiarise themselves with key concepts for critical understanding and analysis of how organisations communicate strategically in social contexts. The teaching content combines theories and case studies which relate to strategic communication phenomena in different sectors (e.g. business, politics, non-profit). Assessment is based on an essay and a group project.

## **POPULAR CULTURE, LANGUAGE AND POLITICS (COMM318)**

**Credits: 15 / Semester: semester 1**

The module explores how popular culture can be political by examining a range of popular cultural commodities discursively. The module surveys a range of views on how to examine popular culture in order to contextualise discourse analysis. This is examined and then used to critically consider the political potential of popular culture. Successful students will be able to critically analyse a range of popular cultural commodities such as film, television programmes, digital popular culture, popular music and the tabloid press. The module is delivered in the forms of lectures and more hands-on analysis during seminars. Students are assessed by an essay, which is an analysis of a popular culture commodity.

## **QUEER FILM, VIDEO AND DOCUMENTARY (COMM305)**

**Credits: 15 / Semester: semester 1**

Queer Film, Video and Documentary explores the different ways in which 'queers', specifically lesbian, gay, and transgender people, have been represented in moving images, produced their own films, videos, and documentaries, and shaped reception practices, politics and moving image cultures specific to them. The module will introduce students to queer theory alongside advanced moving image analysis paying particular attention to key theoretical debates and texts in queer politics and film, video and documentary, that demarcate shifts in knowledge, representations, sexual identities, cultures, and practices related to 'queerness'. The module will be structured around three conceptual blocks. The first block is an overview of the foundational theories, debates and concepts in queer theory including their relationship to canonical films and documentaries. The second block on the AIDS crisis addresses the historical trauma's centrality to the development of queer theory and the politics of queer identity. The final block examines particular moments in queer moving image history from underground cinema to multiplex acceptance.

## **VIRAL VIDEO (COMM342)**

**Credits: 30 / Semester: semester 2**

This module offers students a blend of theoretical knowledge and practical production skills enabling the design, production and marketing of 'viral videos'. Students develop their own creative practice and take a highly active role in designing, presenting and producing their own videos, and promoting them through video-sharing and social media networks.

Viral videos are an important and rapidly evolving cultural phenomenon. As yet there is little consensus on a definition but essentially they are videos that gain popularity by being shared and recommended through online and offline sharing and recommendations (France et al 2016: 20).

The module is aimed at students considering a career in digital communications, public relations and corporate, political and third sector communications.

France, S., Vaghefi, M. and Zhao, H. (2016) Characterizing viral videos: Methodology and applications. *Electronic Commerce Research and Applications* 19: 19–32.



## **ENVIRONMENTAL COMMUNICATION: POLITICS, SCIENCE, ACTIVISM, AND THE MEDIA (COMM304)**

**Credits: 15 / Semester: semester 1**

Global heating, deforestation, natural disasters, mass extinction of wildlife – the world is currently facing extraordinary environmental degradation that increasingly affects people's daily lives and our common future on this planet. At the same time, the veracity of these issues as well as questions of remedies are being heavily contested. It is the news media and social media platforms where viewpoints are promoted, exchanged, discussed and the battle for dominant issue interpretations is fought. In this module, students will learn about the most salient fault lines of mediated environmental discourse. Who are the stakeholders that engage in environmental debates and what are their arguments? What are the challenges for journalists and other content providers in communicating complex environmental issues to their respective audience? And what do we know about the short and long term effects of different forms of communication and sometimes widely differing arguments and narratives? Students will develop the knowledge and analytical skills to be able to tackle these issues via their own theory-driven and empirical work.

## **ISSUES IN 'CULT' TELEVISION (COMM300)**

**Credits: 15 / Semester: semester 1**

This module focuses on debates about the nature, cultural television practices and significance of 'cult' television. Students will critique the idea of 'cult' from textual, industry and audience perspectives, as well as considering its relationships with the rise of 'quality' TV forms in the US and UK and with fan studies, including tracing shifts in representation and audience practices related to marginal groups and identities.

## **SCREEN INDUSTRIES AND SPORTS (COMM326)**

**Credits: 15 / Semester: semester 2**

Screen Industries and Sports is a new module that aims to examine the complex and multifaceted relationship between screen media and sports, focusing primarily on the ways in which the screen industries engage with sports as a commercial product that reaches audiences globally through a proliferation of legacy and digital media. In doing this the module asks questions about how sports are produced, packaged and disseminated, how global media corporations increasingly control sports and the kinds of issues that are at stake. It is organised around 4 blocks, with the first block examining primarily the relationship between the television industries and sports, the second looking at how the relationship between sports and screen media is being reconfigured in the digital arena, the third on how mega sports events shape and are being shaped by screen industries and the final one focusing on issues of diversity and cultural difference and how they figure in the broader picture. Together, all these sessions are designed to provide students with an in-depth understanding of how screen industries are intricately linked to the evolution of sports as one of the most commercial media products of the 20th and 21st century.

## **THE THEORY AND PRACTICE OF RHETORIC IN BRITISH POLITICS (POLI323)**

**Credits: 15 / Semester: semester 1**

This is the first substantive module in the UK to examine the rhetoric of British political parties at Undergraduate level. It roots its theories and methods in the classical schools of rhetorical analysis, alongside developing a more contemporary understanding of discourse analysis. This module will enable students to think critically about the political message, how it is constructed, and delivered to a range of audiences.

## **SOUND STUDIES (MUSI322)**

**Credits: 15 / Semester: semester 1**

This module will introduce students to various theoretical and methodological approaches to the study of music and sound in their social and cultural contexts. The module considers sounds and music as experienced across diverse settings (private, public, individual and collective) and considers key issues relating to how the sonic is embedded in everyday life and impact upon our perception and understanding of the world. Using a wide variety of examples drawn from popular music, art music and other audiovisual media it will outline key issues relating to the sociology and philosophy of sound.

## **RESEARCHING DIGITAL CULTURES IN THE AMERICAS (HISP348)**

**Credits: 15 / Semester: semester 1**

This module develops research and critical skills when examining digital cultures with a particular focus on the Americas. It takes examples that encompass North, Central, and South America as well as the Caribbean. Building confidence in handling theoretical tools in the analysis of digital cultures it examines a range of professional and amateur content creators from social, institutional and personal perspectives and considers issues of curatorship, archival approaches, the ethics of (re)appropriation and remediation, and the relationship between the self and the public and private spheres.

## **THE FILM MUSIC OF JOHN WILLIAMS (MUSI370)**

**Credits: 15 / Semester: semester 2**

This module examines the film-music output of the composer John Williams. It considers the historical development of John Williams' compositional style, in the context of Hollywood convention and the evolution of the 'blockbuster'. It situates his style in relation to classical and other relevant influences (especially late romantic and early modernist techniques). It considers the relevance of his close relationship with particular directors (e.g. Lucas and Spielberg). It relates particular compositional techniques (such as leitmotif) to the filmic and narrative context. Delivery incorporates lectures, workshop, and directed activity. Assessment incorporates a discursive essay and a portfolio of case-study analyses. The module assumes the study and discussion of case-study examples, but is delivered and assessed in a manner which does not require technical music skills (i.e. notational literacy or formal analytical method).

## **SCHOOL OF THE ARTS WORK PLACEMENTS MODULE (SOTA300)**

**Credits: 30 / Semester: semester 3**

This module is an opportunity for you to undertake a placement in a setting which matches your academic and possible career/industry interests, develop materials and/or undertake tasks within a practical or vocational context, apply academic knowledge from your degree, and develop your personal and employability skills within a working environment. SOTA300 is not open to students who have taken SOTA600.

## **CURATION AND HERITAGE (MUSI353)**

**Credits: 15 / Semester: semester 1**

The module will consider how popular music is presented as heritage in different contexts such as museum exhibitions, library collections and DIY online archives. It will examine the different ways in which popular music heritage has been represented, mobilized and interpreted. Taking a case study approach, it will explore who is invested in discussions of heritage, how heritage is defined, and what this can tell us about representations of the popular past. The module will have a particular focus on the context of gallery and museums and will examine curatorial approaches to popular music and its related cultures.

## **PROPAGANDA, POWER, AND PERSUASION (COMM329)**

**Credits: 15 / Semester: semester 2**

This module considers propaganda, its relationship to power, and its capacity to persuade individuals and groups. Exploring both historical and contemporary case studies, it introduces students to different types of propaganda, such as political speeches, television commercials, and sponsored content on social media, and different types of propagandist, from the emperors of Ancient Rome to the multinational corporations of the twenty-first century.

One of its central contentions is that propaganda has both represented and contributed to many of the defining events of the recent (and not so recent) past. Another is that no analysis of the modern world, communications technologies, and the audiences that access and contribute to them would be complete without at least some attention to propaganda.

Students enrolled on the module will learn how to identify propaganda and how to analyse its place within larger political, social, and economic structures. Part of the module will be devoted to propaganda in times of war and crisis, part to propaganda during general elections and referenda, and part to rituals of consumption in late capitalist societies.

It will be taught through a combination of weekly lectures and workshops and assessed with two summative assignments: a plan for an analysis of a propaganda campaign (chosen by the student) and an analysis that considers how the campaign was planned and organised, what impact (if any) it had, and what lessons can be learned from it.

*Programme details and modules listed are illustrative only and subject to change.*

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## **CHOOSING THIS SUBJECT AS A COMBINED DEGREE**

Media coverage represents the most important method for communicating key issues and developments in most subject areas to the wider world, so Communication and Media makes an excellent partner for 50:50 combinations with another subject of your choice. This means that you will find plenty of opportunities for crossover between your other subject and Communication and Media, but you will still study core modules from both. In Communication and Media, the full range of our modules will be open to you in years two and four.

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## **HOW YOU'LL LEARN**

Weekly lectures and seminar discussions may be supplemented by screening sessions, presentations and opportunities for group work where appropriate. We regularly invite expert speakers and practitioners to speak to our students about their work. Some modules also make use of our specialist equipment or software.

Dissertation and work placement modules involve more independent study, but always under the careful individual supervision of a member of academic staff.

## **HOW YOU'RE ASSESSED**

We are committed to using a range of different forms of assessment, so types of assessment vary widely from module to module. Depending on your choice of modules, these may include coursework projects, essays, blogs, reports, literature reviews, writing exercises, presentations, online tests and unseen examinations.

## **LIVERPOOL HALLMARKS**

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

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# Careers and employability

This degree will open you to a myriad of jobs in media-related industries and you will have opportunities to undertake a relevant work placement or their own independent research. Many of our modules seek to develop practical skills – such as media writing, blogging, analysis of social media data and video-making.

Our graduates have gone on to careers including:

- social media, advertising, and marketing
- corporate communications and public relations
- arts administration
- political campaigning (including political parties, trade unions, and charities)
- management
- government, and the civil service
- broadcasting and journalism
- teaching in universities, colleges, and schools.

Former graduates include a television documentary maker, a BBC Radio 1 DJ, senior journalists at local and national newspapers, a partner in a New York-based advertising company, and the features editor of a music weekly.

**94.9%** OF COMMUNICATIONS AND MEDIA STUDENTS WILL GO ON TO WORK AND/OR FURTHER STUDY 15 MONTHS AFTER GRADUATION.

*Discover Uni, 2018-19.*

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# Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

## TUITION FEES

<b>UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)</b>	
Full-time place, per year	£9,250
Year in industry fee	£1,850
Year abroad fee	£1,385

<b>International fees</b>	
Full-time place, per year	£22,400
Year in industry fee	£1,850

*Fees shown are for the academic year 2024/25. Please note that the Year Abroad fee also applies to the Year in China.*

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support. [Learn more about paying for your studies.](#)

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## ADDITIONAL COSTS

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the [additional study costs](#) that may apply to this course.

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## SCHOLARSHIPS AND BURSARIES

We offer a range of scholarships and bursaries that could help pay your tuition and living expenses.

We've set the country or region your qualifications are from as United Kingdom. [Change it here](#)

- 
- RIGBY ENTERPRISE AWARD**

- [Home students](#)

- [Are you a UK student with a household income of £25,000 or less? If you've participated in an eligible outreach programme, you could be eligible to apply for a Rigby Enterprise Award worth £5,000 per year for three years of your undergraduate degree.](#)

- 
- THE LIVERPOOL BURSARY**

- [Home students](#)

- [If you're a UK student joining an undergraduate degree and have a household income below £35,000, you could be eligible for a Liverpool Bursary worth up to £2,000 for each year of undergraduate study.](#)

- 
- ASYLUM SEEKERS SCHOLARSHIP**

- [Home students](#)

- [Apply for an Asylum Seekers Scholarship and you could have your tuition fees paid in full and receive help with study costs. You'll need to have applied for asylum in the UK, or be the dependant of an asylum seeker, and be joining an eligible undergraduate degree.](#)

- 
- CARE LEAVERS' OPPORTUNITY BURSARY**

- [Home students](#)

- [If you've spent 13 or more weeks in Local Authority care since age 14, you could be eligible for a bursary of £3,000 per year of study. You'll need to be a UK student joining an eligible undergraduate degree and be aged 28 or above on 1 September in the year you start.](#)

- 
- COWRIE FOUNDATION SCHOLARSHIP**

- [Home students](#)

- [Are you a UK student with a Black African or Caribbean heritage and a household income of £25,000 or less? You could be eligible to apply for a Cowrie Foundation Scholarship worth up to £8,000 for each year of undergraduate study.](#)

- 
- ESTRANGED STUDENTS BURSARY**

- [Home students](#)

- [If you're a UK student identified as estranged by Student Finance England \(or the equivalent UK funding body\), you could be eligible for a bursary of £1,000 for each year of undergraduate study.](#)

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## **GENESYS LIFE SCIENCES SCHOLARSHIP**

- [Home students](#)

[Joining a School of Biosciences degree and have a household income of less than £25,000? If you're a UK student, you could apply to receive £4,500 per year for three years of your undergraduate course.](#)

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## **GRADUATE ASSOCIATION HONG KONG & TUNG UNDERGRADUATE SCHOLARSHIPS**

- [International students](#)
- [Hong Kong](#)

[If you're an undergraduate student from Hong Kong who can demonstrate academic excellence, you may be eligible to apply for a scholarship worth £10,000 in partnership with the Tung Foundation.](#)

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## **NOLAN SCHOLARSHIPS**

- [Home students](#)

[Do you live in the Liverpool City Region with a household income of £25,000 or less? Did neither of your parents attend University? You could be eligible to apply for a Nolan Scholarship worth £5,000 per year for three years of undergraduate study.](#)

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## **ROLABOTIC SCHOLARSHIP**

- [Home students](#)

[Are you a UK student with a household income of £25,000 or less? Did neither of your parents attend University? You could be eligible to apply for a ROLABOTIC Scholarship worth £4,500 for each year of your undergraduate degree.](#)

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## **SPORT LIVERPOOL PERFORMANCE PROGRAMME**

- [Home and international students](#)

[Apply to receive tailored training support to enhance your sporting performance. Our athlete support package includes a range of benefits, from bespoke strength and conditioning training to physiotherapy sessions and one-to-one nutritional advice.](#)

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## **TECHNETIX BROADHURST ENGINEERING SCHOLARSHIP**

- [Home students](#)

[Joining a degree in the School of Electrical Engineering, Electronics and Computer Science? If you're a UK student with household income below £25,000, you could be eligible to apply for £5,000 a year for three years of study. Two awards will be available per academic year.](#)

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## **UNDERGRADUATE GLOBAL ADVANCEMENT SCHOLARSHIP**



- [International students](#)

[If you're a high-achieving international student starting an undergraduate degree with us from September 2024, you could be eligible to receive a fee discount of up to £5,000. You'll need to achieve grades equivalent to AAA in A levels and be joining a non-clinical degree.](#)

- **[UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE EXCELLENCE](#)**

**[SCHOLARSHIP](#)**

- [International students](#)

[Completed a Foundation Certificate at University of Liverpool International College \(UoLIC\)? We're offering a £5,000 fee discount off the first year of undergraduate study to some of the highest achieving students joining one of our non-clinical degrees from UoLIC.](#)

- **[UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE FIRST CLASS](#)**

**[SCHOLARSHIP](#)**

- [International students](#)

[We're offering a £1,000 fee discount for years 2 and 3 of undergraduate study to eligible students progressing from University of Liverpool International College. You'll need to be studying a non-clinical subject and get an average of 70% or above in year 1 of your degree.](#)

- **[UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE IMPACT](#)**

**[PROGRESSION SCHOLARSHIPS](#)**

- [International students](#)

[If you're a University of Liverpool International College student awarded a Kaplan Impact Scholarship, we'll also consider you for an Impact Progression Scholarship. If selected, you'll receive a £3,000 fee discount off the first year of your undergraduate degree.](#)

- **[YOUNG ADULT CARER'S \(YAC\) BURSARY](#)**

- [Home students](#)

[If you're a young adult and a registered carer in the UK, you might be eligible for a £1,000 bursary for each year of study. You'll need to be aged 18-25 on 1 September in the year you start your undergraduate degree.](#)

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# Entry requirements

The qualifications and exam results you'll need to apply for this course.

Your qualification	Requirements <a href="#">About our typical entry requirements</a>
A levels	ABB Applicants with the Extended Project Qualification (EPQ) are eligible for a reduction in grade requirements. For this course, the offer is <b>BBB</b> with <b>A</b> in the EPQ. You may automatically qualify for reduced entry requirements through our <a href="#">contextual offers scheme</a> .
GCSE	4/C in English and 4/C in Mathematics
BTEC Level 3 National Extended Diploma	BTEC applications are encouraged. We evaluate each BTEC application on its merits and may make offers at DDM.
International Baccalaureate	33 points, with no score less than 4
Irish Leaving Certificate	H1, H2, H2, H2, H3, H3
Scottish Higher/Advanced Higher	ABB in Advanced Highers, combinations of Advanced Highers and Scottish Highers are welcome
Welsh Baccalaureate Advanced	Accepted including two A levels at BB.
Access	Applications considered. Pass Access with 30 Level 3 credits

<b>Your qualification</b>	<b>Requirements</b> <a href="#">About our typical entry requirements</a>
	graded at Distinction and 15 Level 3 credits graded at Merit.
International qualifications	<p>Many countries have a different education system to that of the UK, meaning your qualifications may not meet our direct entry requirements. Although there is no direct Foundation Certificate route to this course, completing a Foundation Certificate, such as that offered by the <a href="#">University of Liverpool International College</a>, can guarantee you a place on a number of similar courses which may interest you.</p>

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## ALTERNATIVE ENTRY REQUIREMENTS

- If your qualification isn't listed here, or you're taking a combination of qualifications, [contact us](#) for advice
- [Applications from mature students](#) are welcome.

**THE ORIGINAL**

**REDBRICK**