



UNIVERSITY OF
LIVERPOOL

BA (Hons)

Media and Culture

UCAS code P3T9

Entry requirements

A level: ABB

Study mode

Full-time

Duration

3

Apply by: **29 January 2025**

Starts on: **22 September 2025**

About this course

Drawing together perspectives from the arts, humanities and social sciences, the BA Media and Culture programme provides students with critical and interdisciplinary skills to analyse and navigate the complex entanglements of culture, media and everyday life in the contemporary world.

Introduction

The programme offers informed, critical and innovative approaches to the study of contemporary culture and media. You will study media and communications within their wider cultural context, preparing you to engage with the cultural sector and for careers in the cultural, arts and heritage industries. The programme also offers strong foundations for those wishing to pursue postgraduate studies in a wide range of fields.

On this course, media are not understood in isolation as channels for communication, but as practices embedded in institutions and in everyday experience. Because studying contemporary culture and media requires you to become familiar with a range of theories and methods, we introduce you to critical concepts and perspectives drawn from cultural studies, film and media studies, social and visual anthropology, sociology, cultural history, the visual arts, cultural geography and more.

You can add to these interdisciplinary perspectives by choosing optional classes or modules from across the Department and Faculty.

Common first year

All of our single honours programmes share a common first year consisting of four compulsory modules, giving you the flexibility to change to another one of our programmes at the end of your first year.

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.

What you'll learn

- Detailed knowledge and understanding in relation to one or more particular areas of the Communication, Culture, Film and Media field of study
- Developed understanding of communicative and cultural expression
- Detailed knowledge of media forms and practice
- Analytic skills
- Research skills
- Commercial and cultural understanding
- Critical analysis
- The ability to construct arguments and convey ideas effectively
- Effective communication and presentation 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

Your first year will consist entirely of compulsory modules, which will build the foundations of the rest of your degree.

In each year, you will take modules amounting to 120 credits.

Modules

Compulsory modules	Credits
<u>COMMUNICATION, CULTURE, AND MEDIA ANALYSIS A (COMM111)</u>	30
<u>DIGITAL COMMUNICATION AND SOCIAL MEDIA (COMM113)</u>	30
<u>INTRODUCTION TO COMMUNICATION AND MEDIA STUDIES A (COMM101)</u>	30
<u>MEDIA INDUSTRIES AND INSTITUTIONS A (COMM109)</u>	30

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

Year two

- **SOTA260** is compulsory if you are taking the Year in Industry pathway.

Modules

Compulsory modules	Credits
<u>COMMUNICATION AND MEDIA RESEARCH I (COMM207)</u>	15

Compulsory modules	Credits
<u>COMMUNICATION AND MEDIA RESEARCH II (COMM208)</u>	15
<u>INTRODUCTION TO CULTURAL STUDIES A (COMM252)</u>	30
Optional modules	Credits
<u>DIGITAL MEDIA AND DATA B (COMM245)</u>	15
<u>PUBLIC RELATIONS, MEDIA AND DIGITAL SOCIETY (COMM240)</u>	15
<u>CONVERGED MEDIA AND SCREEN ENTERTAINMENT B (COMM251)</u>	15
<u>CONTEXT 2.1: URBAN STUDIES (ARCH221)</u>	15
<u>FEMINIST MEDIA STUDIES (COMM206)</u>	15
<u>GLOBAL HOLLYWOOD B: FROM FILM ART TO MEDIA ENTERTAINMENT (COMM203)</u>	15
<u>GLOBAL NEWS, MEDIA AND WAR (COMM213)</u>	15
<u>AI AND DIGITAL MEDIA (COMM258)</u>	15
<u>IMMERSIVE MEDIA AND VIRTUAL WORLDS B (COMM211)</u>	15
<u>MEDIATING THE PAST (COMM256)</u>	15
<u>UNDERSTANDING DOCUMENTARY (COMM282)</u>	15
<u>PROFESSIONAL AND CAREER DEVELOPMENT (SOTA260)</u>	15
<u>SOUND, TECHNOLOGY, AND SOCIETY (MUSI241)</u>	15

Optional modules	Credits
<u>PHILOSOPHY OF RACE (PHIL274)</u>	15
<u>UNDERSTANDING DIGITAL CULTURE & SOCIETY (SOCI213)</u>	15
<u>WORKING IN MUSIC INDUSTRY (MUSI252)</u>	15
<u>MUSIC IN EVERYDAY LIFE (MUSI291)</u>	15

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

Final year

You will take entirely optional modules.

- 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, producing brief videos to client or by applying the skills you have learned by taking our Work Placement module.
- You must take one of **COMM335**, **COMM342**, **COMM401**, or **SOTA300**.

Modules

Optional modules	Credits
<u>VIRAL VIDEO (COMM342)</u>	30
<u>DISSERTATION (COMM401)</u>	30
<u>FINAL YEAR PROJECT (COMM335)</u>	30
<u>QUEER FILM, VIDEO AND DOCUMENTARY (COMM305)</u>	15

Optional modules	Credits
<u>GAMES AND ALGORITHMIC CULTURE (COMM309)</u>	15
<u>ISSUES IN 'CULT' TELEVISION (COMM300)</u>	15
<u>SCREEN INDUSTRIES AND SPORTS (COMM326)</u>	15
<u>NEWS MEDIA AND SOCIETY (COMM301)</u>	15
<u>POPULAR CULTURE, LANGUAGE AND POLITICS (COMM318)</u>	15
<u>INTRODUCTION TO STRATEGIC COMMUNICATION (COMM312)</u>	15
<u>SCHOOL OF THE ARTS WORK PLACEMENTS MODULE (SOTA300)</u>	30
<u>WORK PLACEMENT YEAR (SOTA600)</u>	120
<u>PHILOSOPHY OF PLAY AND THE VIRTUAL (PHIL343)</u>	15
<u>PROPAGANDA, POWER, AND PERSUASION (COMM329)</u>	15
<u>'RACE', COMMUNITY AND IDENTITY (SOCI346)</u>	15
<u>CULTURE, ECONOMY AND CITIES (SOCI327)</u>	15

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

Teaching and assessment

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.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

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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:

- Broadcasting and journalism,
- 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,
- 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.

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Fees and funding

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

Tuition fees

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year - £9,535

Year in industry fee - £1,905

Year abroad fee - £1,430 (applies to year in China)

International fees

Full-time place, per year - £24,100

Year in industry fee - £1,905

Year abroad fee - £12,050 (applies to year in China)

The tuition fees shown are correct for 2025/26 entry. 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.](#)

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.

Entry requirements

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

A levels

ABB

T levels

T levels considered in a relevant subject.

Applicants should contact us by [completing the enquiry form on our website](#) to discuss specific requirements in the core components and the occupational specialism.

GCSE

4/C in English and 4/C in Mathematics

Subject requirements

Applicants with the Extended Project Qualification (EPQ) are eligible for a reduction in grade requirements. For this course, the offer is BBB with an A in the EPQ.

BTEC Level 3 National Extended Diploma

BTEC applications are encouraged. We evaluate each BTEC application on its merits and may make offers at DDM.

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 graded at Distinction and 15 Level 3 credits graded at Merit.

International qualifications

Select your country or region to view specific entry requirements.

If you hold a bachelor's degree or equivalent, but don't meet our entry requirements, you could be eligible for a Pre-Master's course. This is offered on campus at the University of Liverpool International College, in partnership with Kaplan International Pathways. It's a specialist preparation course for postgraduate study, and when you pass the Pre-Master's at the required level with good attendance, you're guaranteed entry to a University of Liverpool master's degree.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a majority English speaking country.

We accept a variety of international language tests and country-specific qualifications.

International applicants who do not meet the minimum required standard of English language can complete one of our Pre-Sessional English courses to achieve the required level.

IELTS

6.5 overall, with no component below 5.5

TOEFL iBT

88 overall, with minimum scores of listening 17, writing 17, reading 17 and speaking 19. TOEFL Home Edition not accepted.

TOEFL Paper

Grade 7 at Standard Level or grade 6 at Higher Level

Duolingo English Test

125 overall, with speaking, reading and writing not less than 105, and listening not below 100

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 60

Cambridge IGCSE First Language English 0500

Grade C overall, with a minimum of grade 2 in speaking and listening. Speaking and listening must be separately endorsed on the certificate.

Cambridge IGCSE First Language English 0990

Grade 4 overall, with Merit in speaking and listening

Cambridge IGCSE Second Language English 0510/0511

0510: Grade B overall, with a minimum of grade 2 in speaking. Speaking must be separately endorsed on the certificate. 0511: Grade B overall.

Cambridge IGCSE Second Language English 0993/0991

0993: Grade 6 overall, with a minimum of grade 2 in speaking. Speaking must be separately endorsed on the certificate. 0991: Grade 6 overall.

Cambridge ESOL Level 2/3 Advanced

176 overall, with no paper below 162

LanguageCert

Grade 5 at Standard Level or grade 5 at Higher Level

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or [the equivalent score in selected other English language tests](#), to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with no component below 5.5	6 weeks	On campus
5.5 overall, with no component below 5.5	10 weeks	On campus and online options available
5.5 overall, with no more than one component below 5.5, and no component below 5.0	12 weeks	On campus and online options available

Your most recent IELTS score	Pre-sessional English course length	On campus or online
5.5 overall, with no component below 4.5	20 weeks	On campus
5.0 overall, with no component below 4.5	30 weeks	On campus
4.5 overall, with no more than one component below 4.5, and no component below 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 5.5, for further details.

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.

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