UNDERGRADUATE COURSES

DEPARTMENT OF SOCIAL SCIENCES
COMMUNICATION AND MEDIA STUDIES

www.lboro.ac.uk/socialsci
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At a Glance: Why Choose Communication and Media Studies at Loughborough?

Enhanced Employment Prospects
- You gain specialised knowledge and skills relevant to many jobs including those in media and communication industries
- Employment data for our graduates are well above national average
- Our highly regarded Careers and Employability Centre offers professional help with career planning through individual guidance and workshops

Teaching and Research Excellence
- Our course provides you with a thorough understanding of how the modern media and communications work
- We have a long-standing reputation for providing high quality teaching, confirmed by External Reviewers and national rankings
- You are taught by leading, internationally renowned academic figures in the field of communication and media studies

Study Abroad & Placement Opportunities and the ‘Loughborough Experience’
- You can spend a semester studying abroad or take an optional placement year
- The Media Centre at the Loughborough Students’ Union offers extracurricular opportunities for developing your practical media skills
- Loughborough University topped the Times Higher Education Best Student Experience poll for six consecutive years!
Career Prospects and Employability

As one of our recent graduates said, having the Loughborough Communication and Media Studies degree on your CV really helps to open doors.

Employers are well aware of the quality of the degree we offer, and our students tend to find work in a wide variety of jobs related to communication and the media.

Among our 2010 graduates, over 80% were in employment or further study within six months from graduation. 80% of those in employment obtained graduate-level positions, and of those, over 50% are in media- and communication-related professions. These figures are well above national averages for the sector, and are proof of the quality and reputation of our degree and our graduates.

Our students are particularly good at securing jobs in marketing, advertising and public relations. Over the past few years, between 20-30% of our students secured a job in this sector – compared to below 10% nationally. The proportion of our students securing jobs in media production is also above national figures.

How do we do it? By providing our students with high-level knowledge and skills, by offering professional careers advice, and by offering a wide variety of study and work abroad opportunities and career-related extracurricular activities – all of which make our students stand out from the crowd!

High-level Knowledge and Skills

In addition to giving you a thorough knowledge of how communication and media operate, the Loughborough course will provide you with a range of general and specialist skills. By the end of the programme you will be able to:

- evaluate situations, define problems and identify solutions;
- retrieve relevant information and gather new data using relevant techniques;
- analyse and interpret the results using specialist software;
- present your conclusions cogently and on time, in both written and oral form;
- work confidently and competently both alone and in groups.

These skills and knowledge are relevant to a wide variety of jobs related to communications and beyond, from working in the media industries, conducting market research, managing public relations in a company, a voluntary organisation or local government to working in industry, public administration, and the professions more generally.

‘The reputation of Loughborough is the reason I’ve had so many interviews during the recession.’

Antonia Metcalfe, Graduated 2010
Antonia now works as an Account Executive at Bright Blue Day, an integrated agency specialising in strategic creative campaigns

Professional Career Support

Our Careers and Employability Centre is highly regarded by both employers and students. It has professionally trained staff members who offer individual guidance and workshops on career planning, as well as giving advice on CVs, applications and interviews.

The Centre runs a work shadowing scheme, organises careers fairs, employer events and provides up-to-date vacancy information.

For more information, visit the Centre’s website: www.lboro.ac.uk/service/careers/

Study Abroad, Placements and Other Opportunities

Our students can opt to spend a semester studying abroad, or enrol on a sandwich course with a year-long placement. They can also gain valuable employability skills by joining the Students’ Union Media Centre. In addition, the course also features guest speakers from the industry who offer opportunities for short-term work experience.

For more information on these opportunities, see page 12.
What our Students Say

“Having Loughborough in your CV really helps open doors – provided you make the most of the opportunities on offer. Many of my friends from the CMS course have secured great jobs in the extremely competitive media industry shortly after graduation which demonstrates the quality of the programme. A week after graduation, I am looking forward to starting a PR role with one of the world’s biggest brands – an opportunity that choosing to study CMS at Loughborough has played a huge role in. It’s also great to have globally recognised experts and authors of key texts tutoring you.”

Malle Koido, graduated 2011
Malle now works as a Social Media Executive at AKQA, a creative agency specialising in interactive marketing, with offices around the world.

“The amount I learnt, about myself, about others, about the world in my three years studying CMS cannot possibly be described in a course specification. Although not an easy course, it was very enjoyable and impossible to become bored. It was an absolute pleasure to be part of a department that encouraged me to study areas that are not necessarily popular (i.e. my dissertation) but I was passionate about. I really do feel the course equipped me to deal with any situation, culture, subject or experience that I may face with confidence.”

Renny Popoola, graduated 2011
Renny is now a Consultant at MHP Communications, a public relations and public affairs agency.

“My experience of CMS at Loughborough was excellent. The support and guidance offered throughout the course was invaluable and the variety of module options enabled the opportunity to study various subjects across the whole of the social sciences. The lectures were engaging and encouraged critical thinking throughout my time at university. I felt supported and encouraged by lecturers and my personal tutor who all facilitated my achievements over the three years. Overall the degree has prepared me well for my future career by broadening my knowledge and teaching practical, transferrable skills.”

Emma Lawes, graduated 2011
Emma now works for Vodafone, a global telecommunications company.

What our External Examiners Say

In common with all other degrees the University appoints a senior academic from another university to ensure that marking is fair and to comment on the standard of teaching and the quality of the student experience. This is what our External Examiners say about us:

“This is the most exacting, the most thorough and the best taught of all such degrees in the country (and I should add that I am closely familiar with its most prominent rivals). The course outlines and bibliographies, the notes of guidance and, above all, the tutorial commentaries, are the best I have ever seen in thirty years of external examining. This degree is leader in the national field and is confirmed in this reputation by the high quality, zestful enthusiasm, and eloquence of its students along with the understanding of deep and difficult issues which they reveal in what they write.”

Professor Fred Inglis Emeritus Professor of Cultural Studies, University of Sheffield

“This is media and communications teaching to a very high standard. I was impressed, in particular, by the helpful and detailed feedback on coursework. The training students [receive] in a range of analytical and data gathering methods was better than anything I have seen in undergraduate teaching elsewhere, and the resulting examined work was evidence that an impressively high standard is set.”

Professor Nick Couldry, Professor of Media and Communications, Goldsmith’s University of London

“The teaching methods and practices demonstrate professionalism: careful attention to issues of diversity, appropriate learning and teaching resources and efficient administration.”

Professor Deborah Chambers, Professor of Media and Cultural Studies, Newcastle University

“The level of design and organisation of individual modules and the programme as a whole is notable. Students are very well served by the Department and the quality of student work, not least at dissertation level, was very high this year.”

Professor Neil Blain, Professor of Media and Culture, University of Stirling
Our degree is designed to enable you to understand and analyse current trends in communication and media. We will provide you with a thorough understanding of both historical and contemporary developments across a number of key media sectors, including the press, broadcasting, film, advertising and digital media. You will also gain a wide range of specialist skills relevant to many jobs that involve working with media and communication.

**Programme Structure**

**Year One**

**Core Modules**
- Introduction to Communication and Media Studies A: The Press
- Introduction to Communication and Media Studies B: Broadcasting
- Researching Communications and Media I
- Media Landscapes
- Introduction to Critical Viewings
- Constructing Meaning: Texts and Audiences
- Study Skills

Plus the equivalent of four semester-long modules from:
- Introduction to Sociology
- Introduction to Social Psychology
- British Politics
- British Government
- Deviance and Social Control
- Introduction to Criminology and Social Policy
- Introduction to Language
- Applied French Language (post GCSE or post A-Level)
- Applied German Language (post GCSE or post A-Level)
- Applied Spanish Language (post GCSE or post A-Level)
- Mandarin Chinese (beginners level)

**Year Two**

**Core Modules**
- Communication, Media and Cultural Theory
- Researching Communications and Media II
- Promotional Culture: Advertising, Public Relations and Society
- Critical Viewings I: Film

Plus optional modules drawn from Lists A and B; at least one must be from List A. One of these optional modules can also be a language module, provided that you have taken that language already in Year One. You can also take an optional module in politics, provided that you have taken the relevant politics modules in Year One.

**Year Three**

**Core Modules**
- CMS Final Year Project
- Digital Media and Society
- Critical Viewings II: Television
- Critical Viewings III: Documentary
- Presenting Media Debates

Plus optional modules drawn from Lists A and B; at least one must be from List A.

**Optional Modules**

*List A*
- Communication and Persuasion
- Media Panics
- Popular Music and Society
- Producing the News
- The Media in Global Context
- Media, Memory and History
- Youth Culture and Media

*List B*
- Forensic Psychology
- Crime and Deviance in Sport
- Sociology of Gender
- Sociology of Health and Illness
- Sociology of Religion
- Sociology of Tourism
- Race and Racism in Modern Society
- Nationalism and Cosmopolitanism
- History of Ideas: Stereotyping the 'Other'
- Human Sexuality
- Political Psychology
- Gender and Psychology
- The Social Psychology of Everyday Life
- Human Rights and Civil Liberties
- Women & Crime: Victims, Offenders & Survivors
- State Surveillance & Deviant Bodies

*Please note that the list of options can change from year to year. The Programme Director can provide you with up to date information on any changes made since this brochure was printed or likely to be introduced in the near future.*
The teaching quality of the subject team in Communication and Media is exemplary, reflecting the high quality of the Department of Social Sciences: a leading department internationally in terms of research and teaching.

Professor Deborah Chambers, Professor of Media and Cultural Studies, Newcastle University – External Examiner
Details of Modules Offered

Year One
The first year is designed to introduce you to the basic ideas and methods involved in the study of communication and media, to provide you with a broad overview of the UK and global media landscapes, and to give a more in-depth insight into the press, broadcasting and the film industry.

Introduction to Communication and Media Studies A: The Press
This module provides an understanding and appreciation of the history, role and influence of the British press and the various challenges and changes that have helped shape the development of the print media as both an industry and as a journalistic format. On completion of the module you will be able to identify and understand the major events and issues relating to the development of the British press, and appreciate the changing political, economic and cultural significance of the print media over the course of the twentieth century. Topics include: the origins of the ‘free press’, the press barons; Fleet Street, partisanship and the Murdoch phenomenon, the magazine industry, privacy and intrusion, the future of the British press.

Introduction to Communication and Media Studies B: Broadcasting
The aim of the module is to introduce you to how and why the British Broadcasting Corporation was formed and to explore some of the issues and controversies that have surrounded it and its outputs. Particular attention is given to how the BBC has responded to the challenge and growth of rival commercial television channels. Topics include: the birth of broadcasting, the BBC and public service ethos, commercial television, the role of the government, the non-terrestrial challenge.

Researching Communications and Media I
This module introduces some of the major methods and analytical techniques used in the social scientific study of communications, as well as for the purpose of data analysis in various media sectors. Methods and techniques covered include computer aided data analysis, participant observation, interviewing and content analysis. This module also provides training in a range of generic skills, including team work, report writing, and use of software packages for data presentation and designing tables and graphs. Methods and skills are taught through a combination of lectures, small group work and practical, hands-on workshops.

Media Landscapes
The aim of this module is to introduce you to the basic facts and features of the UK and global media landscapes, especially with respect to production, content and reception by audiences of various kinds of media. The module consists of academic lectures and talks by professionals from various media sectors, including the East Midlands Media and Cultural Industries, the music and film sector, and the online marketing sector. Through these meetings with a variety of professionals, you will be able to get an idea of the kind of work available to you post-University.

Constructing Meaning: Texts and Audiences
This module provides an introduction to some of the main approaches to the construction of meaning in the social sciences. The first part of the module focuses on texts and the ways in which different texts – from newspapers and adverts to photographs and comics – use language, imagery and narrative to construct particular patterns of meaning. The second part focuses on the construction of meaning by audiences, examining debates about the relationships between media meanings and people’s everyday beliefs and behaviour and reviewing the main approaches researchers have used to try to understand media audiences and users.

Introduction to Critical Viewings
This module introduces you to the analysis of films and television programmes from early cinema to the present day, when we may watch films by streaming them over the Internet. Emphasis is placed upon understanding the form of film and TV: how meaning is made through composition, cutting, and narrative. We also place films and television programmes within their economic, social and political contexts as this helps to illuminate their meaning.

Study Skills
The Study Skills module will introduce appropriate ways of finding and using resources of relevance to communication and media analysis. There is a focus on using the library as well as on-line materials. Tasks and activities will give you opportunities to enhance information handling and management skills; explore strategies for accessing relevant, high quality research materials; develop skills for effective reading and essay writing; and consider the ethical use of information and how to avoid plagiarism.

In addition, you also take the equivalent of four semester-long optional modules from the list provided earlier.

‘I’m very impressed by the programme. It is imaginatively conceived, and manages to offer a comprehensive response to the themes characteristic of the field in UK universities without compromising on rigour.’

Professor Neil Blain, Professor of Media and Culture, University of Stirling – External Examiner
Year Two

In the second year you have the opportunity to specialise more fully in communications and media studies, build on your knowledge about film, as well as learn about advertising, public relations and market research. There are four core modules:

**Communication, Media and Cultural Theory**
This module runs throughout the year and examines key debates in the field around such issues as citizenship, ideology, political economy, nation, racism, gender, modernity, postmodernity, tradition, mass culture, popular culture, the information society, and globalisation. The aim of the module is to demonstrate how these debates relate to developments in media and communications.

**Researching Communications and Media II**
Researching Communications II builds on the first year research module to explore the methods used in analysing media and communication in more depth. Particular attention is paid to techniques employed in the analysis and writing of public speeches, the analysis of film and the investigation of media audiences and consumption, including surveys and focus groups. You will be taught how to use specialist software packages designed for the analysis of textual and numerical data and get an opportunity to improve your oral presentation skills.

**Promotional Culture: Advertising, Public Relations and Society**
This module considers different theoretical perspectives underpinning the study of advertising and public relations, as well as examines specific areas of the topic. The module requires you to analyse and summarise existing debates in the field of marketing communication and also to critically evaluate different perspectives. Topics covered include the history, organisation and contemporary significance of the advertising, public relations and market research industries and the controversy over certain manifestations of promotional culture such as 'spin'.

**Critical Viewings I: Film**
This module introduces students to some of the canonical films of the 20th century. The aim of the module is to identify their key themes and to draw connections between those themes and the wider social, political and cultural context, as well as to develop skills in analysing their form and content. Films discussed vary from year to year. An indicative list includes: The Thin Man (van Dyke, 1934), Citizen Kane (Welles, 1942), The Truman Show (Weir, 1998), Death and the Maiden (Polanski, 1994) and The Reader (Daldry, 2008).

Year Three

In your final year you will learn about contemporary developments in digital media, enhance your understanding of television and documentary genres, and complete a project of your own choice. You are required to take four core modules:

**CMS Final Year Project**
During your final year you will complete a project dissertation on a topic of your own choice relating to communication and media studies. A member of staff specialising in your area will act as your project tutor and will provide specifically tailored help and advice. In addition, a lecture course running in parallel with your one-to-one supervision sessions will provide more general research guidance on topics such as: time management, writing a literature review, designing research questions, finding sources, and research ethics. The dissertation is a major component of the final year and students find it to be one of the most enjoyable and rewarding parts of the degree. The finished dissertation can also provide an excellent way of showcasing your skills and knowledge when applying for jobs.

**Presenting Media Debates**
Set in the context of current topics and debates in communication and media studies, this module focuses on developing and consolidating your practical, hands-on skills. Students use various cutting-edge software packages to do two things: first, design a presentation poster; and second, develop an online presentation that involves moving images, audio narration and post-production editing.

**Digital Media and Society**
This module is about contemporary developments in media and cultural industries. The Internet has become a way of delivering music, film, books, television programmes and so on to our computers, tablets, televisions, and smartphones and the consumption of the media and cultural products via the Internet has increased rapidly. The central question of this module is: what does this mean for the media and cultural industries? Will music and film companies struggle because of the extent of digital piracy? Will newspapers go bankrupt given a widespread unwillingness to pay for online content? Will we live in a digital commons or be corralled into digital enclosures?

**Critical Viewings II: Television**
Critical Viewings II offers an opportunity to engage critically with some of the most influential television programmes shown from the 1960s onwards. The module investigates the ways in which popular television represents and constructs everyday life and intervenes in key issues and debates of the day. The television programmes selected address many of the issues addressed in the module Communication, Media and Cultural Theory. Examples discussed range from programmes such as the social realist dramas of the 1960s that deal with issues such as gender, class and poverty in post-war Britain, to reality TV shows in the 1990s and their use of surveillance techniques.

**Critical Viewings III: Documentary**
This module is the third in the critical viewings series. Where the two previous modules dealt with fictional film and television, this module moves into new terrain – the terrain of non-fiction. We trace the development of documentary film from the Edwardian period through the British documentary film movement of the 1930s and 1940s to the advent of television documentary in the post-war period. We sample some of the classic documentaries of the past century, attending particularly to the ‘social issue’ or ‘social problem’ film and TV programmes. The module encourages a critical understanding of the recurrent aims and characteristic aesthetics of the documentary genre.

You also take optional modules drawn from lists A and B.
Optional Modules – List A

Communication and Persuasion
This module examines examples of persuasion in action, drawing on a range of factual, fictional and graphic genres of communication. On completion of the module you should be able to demonstrate a knowledge and understanding of the major research perspectives in the study of communication as a form of persuasion; the key techniques of persuasion employed in persuasive language and communication; how to critically analyse a form of communication, whether factual, fictional or graphic; the importance of various techniques of persuasion to, and for, the creative and cultural industries.

Media Panics
This module will provide you with the intellectual and methodological tools to understand and assess frequent outbursts of ‘media panics’. Examples include recent debates surrounding the effects of violent videogames on young people; the ‘sexualisation’ and ‘pornification’ of contemporary music videos; the dangers of child predators on the internet. The contexts within which these panics emerge will be analysed, as will the differing claims made about them within media psychology and cultural studies.

Popular Music and Society
Ranging over the past two hundred years, this module traces the main patterns of change in Western popular music, and examines the relations between popular music and its social contexts. Particular attention is paid to changes in how popular song and music is produced and consumed; how it signifies as social communication; and how it is exchanged across cultures.

Producing the News
This module examines both the way that journalists set about the process of making the news and the strategies employed by organisations seeking to influence the news agenda - from state agencies to social movements and voluntary groups.

The Media in Global Context
This module explores the different theoretical perspectives underpinning the study of the media in the international environment, focussing particularly on the media and global consumer culture, global news, global media genres, transnational communities and media consumption, the new global media economy, new media and the wired world, and global media and the challenge to the nation state.

Media, Memory and History
Memory and its role in contemporary culture is an emerging concern for media studies. This module navigates the historical and contemporary debates surrounding time and memory in the media, and investigates the ways that time and memory are used and constructed in media texts, and how this shapes the use of media in everyday life and impacts on our experience of the past, present and future in modernity.

Youth Culture and Media
This module aims to develop a critical understanding of debates around youth culture, with a particular focus on the role of the media in the changing construction of youth identities. The module considers sociological, psychological and cultural perspectives and debates on youth and youth culture; historical and global aspects of youth culture; representations of youth in media, including press, film and television; young people’s engagements with media, including popular music and fashion; youth marketing and consumer culture; how new technologies are employed within contemporary youth cultures; researching youth cultures and media, both online and offline.

Please note that the list of available options changes from year to year. Typically, each optional module is offered every alternate year. Staff may leave or be away on study leave, and modules may also change to keep pace with new developments.

‘I was constantly being introduced to new ideas that completely changed my outlook and found myself repeatedly talking about the ideas even after I left the lecture room.’

Renny Popoola, graduated 2011

Renny is now a Consultant at MHP Communications, a public relations and public affairs agency.
Contact Time, Teaching, Learning and Assessment

Contact Time
The amount of contact time offered – defined as time-tabled lectures, tutorials or practical sessions – is as follows: 12.5 hours per week in Year 1, 11 in Year 2 and 8.5 in Year 3. This compares very favourably with similar courses in the UK. You will also enjoy regular one-to-one consultations with your personal tutor, as well as individual and small-group sessions with your final year project supervisor.

Teaching and Learning
The course uses a mix of lectures, tutorials, practical sessions and personal project work. The emphasis throughout is on helping you increase self-confidence and develop analytical and problem-solving skills. Typically, modules involve weekly lectures, seminars or workshops and a programme of personal reading and study. In addition, the research methods modules in years one and two introduce a strong practical element into the degree. Using a combination of workshop sessions, personal assignments and group projects alongside lectures, they provide hands-on experience of the various techniques of investigation, analysis and presentation employed in studying communications and media. Most of these skills are directly relevant to a variety of jobs in the media sector.

Assessment
Progress is assessed by assignments at regular intervals through the year and by written examinations at the end of each semester. Coursework typically includes essays, research reports or short on-line assignments. Some modules also involve assessment through oral presentations, posters and other forms. Tutors will provide you with detailed feedback on your coursework throughout the degree. This will give you a sense of how well you are progressing. In each year, the overall assessment of your performance takes account of coursework as well as examination marks. The assessment at the end of the first year is a progress examination which does not count towards your final degree. The final degree grades are arrived at by combining the results of the assessments of the second and third years. Loughborough, like most other universities, adopts a two semester structure for the academic year. Assessment will take place at the end of each semester by coursework, examinations or a combination of the two.
The Teaching Staff

Members of the teaching staff are leading figures in the field of Communication and Media Studies and acclaimed internationally for the excellence of their research. Many of the assigned books and articles you will read over the course of your studies have been written by tutors themselves.

David Buckingham, Professor of Media and Communications
David studied at Cambridge University, the University of Westminster and the Institute of Education, University of London. Following a period teaching Media Studies in a secondary school, he moved into teacher training and subsequently research at the Institute of Education. He is particularly interested in children’s and young people’s engagements with media, and in media education, and has published very widely on these issues. His latest publication is The Material Child: Growing Up in Consumer Culture (2011) and he is currently working on a new book about youth culture.

David Deacon, Professor of Communication and Media Analysis
David studied at Trent Polytechnic and the University of Leicester, taught at Coventry Polytechnic and was a research associate at the Centre for Mass Communication at the University of Leicester before joining the Department in 1990. His research interests include political communication, public relations and news management and he has published widely on these topics. His books include: Researching Communications: A Practical Guide to Media and Cultural Analysis (1999/2007, co-written with Michael

Frederick Attenborough, Lecturer in Communication and Media Studies
Frederick joined the social sciences department at Loughborough in 2010. His main interests are in discourse analysis, ethnomethodology and rhetoric. He has published material on and around the mediated representation of gender, sexuality, sex and pornography. He is currently researching how people do interactive things – such as, for instance, complaining, flirting, arguing, and so on – in and as the production of various forms of textual communication, from text messages and ‘tweets’ right through to marginalia and graffiti.
‘The lecturers at the university have always been very accessible and friendly. They always find time for discussions with students, not only on academic issues but also personal welfare and development.’

Maile Koido, graduated 2011

Maile now works as a Social Media Executive at AKQA, a creative agency specializing in interactive marketing, with offices around the world.
Placement Opportunities

Our students are encouraged to consider taking a year-long placement between their second and final years of study. This placement can be taken in the UK or abroad and is a fantastic way to gain work experience while completing your degree.

Support for finding a placement can be obtained from the Departmental Placement Co-ordinator and the University’s Careers and Employability Centre on campus. Once your placement is approved, you will be enrolled on a four-year sandwich version of our BSc programme. Upon successful completion you will be awarded one of the following three Diplomas:

- Diploma in Professional Studies (DPS)
- Diploma in Industrial Studies (DIS)
- Diploma in International Studies (DIntS) – Teaching abroad

The Diploma in International Studies is linked to the ‘English Language Assistantship Placement’ scheme. You can apply for a British Council placement to work as an English language assistant in a school abroad during your third year. Students who attain a place on this scheme will be eligible for an Erasmus grant, as well as receiving a monthly salary.

In addition to these formal placement opportunities, our course also features guest speakers from the industry who are occasionally offering short-term work experience.

Study Abroad Opportunities

Our course is unique among communication and media studies degrees in the country in offering so many opportunities to study and work abroad. These opportunities will provide you with an amazing cultural experience and an opportunity for personal growth. At present, we have two separate schemes that you can get involved in.

Erasmus

The Erasmus exchange scheme provides you with the opportunity to travel abroad and study for a term at another similarly high-profile, well-respected and internationally recognised European university. You can also obtain a grant that will cover a part of the cost of living abroad and travelling. Some of our partners teach and assess in English, which means that not knowing a second language is not an obstacle!

Here is a list of our current Erasmus partners:
- Universiteit Ghent, Belgium
- Katholieke Universiteit Leuven, Belgium
- Radboud Universiteit Nijmegen, Netherlands
- Erasmus Universiteit Rotterdam, Netherlands
- University of Milan, Italy
- Universitetet i Bergen, Norway
- Lund Universitet, Sweden
- Université de Paris XII, France
- Helsingin yliopisto, Finland
- Tampereen yliopisto, Finland
- Charles University, Prague, Czech Republic
- University of Minho, Braga, Portugal

International Exchanges

In contrast to Erasmus, the International Exchange Scheme links Loughborough University to universities and institutions beyond the European Union. We currently have international exchange partners in Australia, Canada, Japan and the USA. Competition for places on this scheme is fierce. There are, at present, no grants available to students who attain places on this scheme.

Media Centre

Our Media Centre is run by the Students’ Union and offers high-standard media facilities and equipment. These include professional editing suites, a high-quality recording study, an award-winning TV station, a fully-fledged radio station, as well as a student magazine.

The Media Centre is of great interest to our Communication and Media students and provides plenty of opportunity for hands-on, practical media experience and training. Anyone can get involved!

For more information see: www.lboro.ac.uk/socialsci

‘During my final year of study a guest speaker from an advertising company invited students to apply for work experience with her company. I sent her my CV and a portfolio – a few pictures that I have taken for hobby – and was invited for an interview. My work experience involved taking pictures that were uploaded to the official Facebook and YouTube accounts of a client and I was also involved in content planning.’

Sunjoo Kim, BSc Communication and Media Studies student
Admission to the Degree

Applications
All applicants should obtain an approved application form from the Universities and Colleges Admissions Service (UCAS) and consult the UCAS handbook 'How to apply for Admission to a University'. Your school or college will supply these.

The UCAS Code for Loughborough University is L79 and for Communication and Media Studies P910.

You can find more information at the website www.ucas.com

Qualifications Accepted
We welcome applications from students taking A-Levels or a mixture of A and AS-Levels. We do not recommend or favour any particular subjects over others and we accept General Studies as a subject in its own right. We also take, HND, BTEC ND, Scottish Highers, International Baccalaureate, European Baccalaureate, the French Baccalaureate and other 18+ qualifications. Please check the University website or the Undergraduate Prospectus for the exact grade requirements.

We warmly welcome applications from mature students with work experience or other qualifications as well as from students from outside the UK. Students come to study Communication and Media Studies at Loughborough from as far away as Australia, China and North America as well as from all over continental Europe.

Offers of Places
Offers are made on the basis of information on the UCAS form, including the reference. Normally all candidates to whom we make an offer will have the opportunity to visit the University on one of several 'visit days'. There they will have the chance to look over the campus and the Department and to talk to a member of staff about the course.

Mature Applicants
Applications from mature students with work experience or other qualifications, and from students following Access courses, are strongly invited. If you have any initial queries please get in touch with the Admissions Tutor who will be pleased to answer them for you.

Overseas Applicants
We welcome applications from students from outside the UK. Students come to study Communication and Media Studies at Loughborough from as far away as Australia, China and North America as well as from all over continental Europe.

Internet Resources
Loughborough University: www.lboro.ac.uk
Department of Social Sciences: www.lboro.ac.uk/socialsci
Contact details for the current BSc Communication and Media Studies Admissions Tutor: www.lboro.ac.uk/departments/socialsciences/contact/

We're also on facebook!
The CMS team have a general facebook 'page', as well as many other facebook 'groups' that are used for specific modules on the programme. If you have a facebook account, and you wish to find out a bit more about what we do, and the really great student experience that we provide, then this would be a useful first port of call. You can find us at: Communication and Media Studies, Loughborough University.

This is a general site for all students, aiming to: provide links to interesting web-sites, videos, news stories; highlight cutting-edge research in the field of communication and media studies; and offer information on graduate employment schemes, and postgraduate research opportunities from the UK and abroad.

All information provided in this brochure was correct at the time of print.