UNDERGRADUATE COURSES

DEPARTMENT OF SOCIAL SCIENCES

MEDIA, CULTURE AND SOCIETY

www.lboro.ac.uk/socialsci
Here in the Department of Social Sciences we want you to thrive as individuals. We’ll offer you a warm, supportive and well-organised environment to help you develop your academic skills and to grow as a person. Our students graduate with a well-rounded understanding of human psychology, and the confidence and independence to prosper in the world of work.

As an undergraduate in Social Sciences you will have the opportunity to be taught by the very best. Our award winning Department houses teaching staff that are recognised for their world-leading research, developing our course content to be at the cutting-edge of social sciences advancement.

Not only will you benefit from the expertise of our teaching staff in an exciting study environment, but we endeavour to offer opportunities outside of your academic work. By offering a variety of extra opportunities we aim to provide you with a number of valuable experiences, enhancing your skills and understanding of the course.

As a department we are proud that 91% of our 2011 graduates are in employment or further study, six months after graduating (of those available). Some of these graduates have gone on to careers in PR, Marketing and Production, to name but a few. Others are pursuing careers in research or furthering their study through our Masters courses.

As well as our award winning research influencing our teaching, we also have strong industry links with the likes of NSPCC, BBC and the Department of Health. These can, at times, provide us with live coursework projects and guest speakers preparing your for seamless entry into your chosen career.

Joining us at Loughborough not only provides you with excellent teaching, in an inspirational environment, but also offers you the outstanding opportunities to prepare ahead for your future, making you stand out in whatever profession you choose.

We look forward to welcoming you.

Professor David Deacon
Head of Department
Department of Social Sciences
YOUR JOURNEY STARTS HERE

Choosing where to study is one of the hardest decisions you’ll make in life. Loughborough University makes it easier by offering a mix of excellent facilities and opportunities – all on a superb 438-acre single-site campus. Bringing together 17,000 students and staff from over 100 different countries, there is a strong sense of community and a real buzz about the University that has seen us voted England’s Best Student Experience six years in a row.

At the Centre of it All

Based in the heart of the rolling English countryside, but with easy access to the rest of the UK, Loughborough University welcomes students from all over the world. The University enjoys a well-established reputation for world-class research, innovative teaching and learning and industry relevance.

Our great all-round student experience develops well-rounded graduates. Indeed, our graduates are so highly regarded by a wide range of employers that in the 2013 Graduate Market Review (High Fliers) Loughborough was listed as the 13th most targeted university by recruiters. Our degree courses seek to develop presentation and team-working skills as well as creative problem-solving abilities – skills sought by employers. With the Careers and Employability Centre helping you plan your career, our careers fairs and drop-in sessions could put your CV in the hands of your future employer.

For further details visit: www.lboro.ac.uk/careers

Home from Home

Almost 6,000 of our students live in University halls of residence on (or very close to) campus and we offer the widest range of accommodation to suit all budgets and catering preferences. Undergraduates who confirm Loughborough as their first choice before the end of July are guaranteed a place in our halls. For further information: www.lboro.ac.uk/accommodation

Loughborough Life

The town itself is a thriving market town that offers you the convenience of shopping, dining, entertainment, nightlife and amenities on your doorstep. The cost of living is also considerably lower than most UK cities. However, with its central location, close proximity to Nottingham, Derby and Leicester, and rail links to London, city lights are always within easy reach, and Loughborough is a great base for exploring the county and beyond.
Industry’s Choice

We are proud of our strong relationships with industry, commerce and the professions in teaching, research and enterprise. Our collaborative links with global, blue-chip companies like Ford, adidas, Rolls-Royce and Caterpillar ensure the relevance of our commercial research. They also mean our degree courses are up-to-date and informed by the needs of organisations, with sponsorships, prizes and guest speakers adding value to your learning experience. Professional placement opportunities are also offered on many courses, giving you the chance to gain valuable work experience.

Research that Matters

The most recent Research Assessment Exercise (RAE) confirmed Loughborough as one of the country’s Top-20 research universities with 18% of our research considered “world-leading”. With many academics involved in cutting-edge research addressing the immediate problems in social, economic and industrial practice, their work will directly inform your learning experience.

For more information visit: www.lboro.ac.uk/research

Students’ Union

The University has the only wholly independently owned Students’ Union in the country - run by the students for the students. A key player in creating the Loughborough experience, the Union offers entertainment in the form of bars, live comedy, performing arts and cinema, as well as being one of the largest music and dance venues in Leicestershire. In addition, it provides opportunities for volunteering, participation in clubs and societies, and charity fund-raising. Indeed, the fund-raising arm of the Union – Loughborough Rag – is the biggest and most successful in the UK, regularly raising £1m a year for a variety of charitable causes.

A Wealth of Opportunities

It’s not all about sport at Loughborough. With the Union offering more than 100 clubs and societies, covering everything from creative writing, computing and cocktails to Shakespeare, show choirs and salsa, opportunities abound to indulge an existing interest or discover brand new ones. Our lively arts programme is complemented by a book club, choirs, string orchestras and concert bands that are open to join. There’s never a dull moment at Loughborough. Your only problem might be trying to fit it all in.

Study Resources and Support

With so much going on, let’s not forget what you’re here for: Loughborough has a strong tradition of providing excellent student support – from state-of-the-art IT facilities available around the clock, award-winning mathematics support and library services. Wireless networking is available across the campus. In addition, we provide advice and support on careers, personal wellbeing, health, finance and legal matters, as well as support for students with disabilities, additional needs and mental health issues.

An International Perspective

Loughborough has a proud history of welcoming students from around the world and, today, is home to more than 2,500 international students who contribute greatly to a vibrant, diverse and lively community. Helping you settle in is a range of tailored support services, including bespoke English language learning courses, advice and support, a one-week residential orientation course held before the academic year, and the International Students’ Association – a friendly student-led association that helps with problems and organises social events. More information for international students can be found at: www.lboro.ac.uk/international

Sport for All

Of course, Loughborough is renowned worldwide for sporting excellence and counts Sebastian Coe, Paula Radcliffe and Steve Backley among its famous sporting alumni. However, the focus here is on providing sporting opportunities to all levels: from elite athlete to enthusiastic beginner. At Loughborough, there is an excellent array of sporting facilities covering the widest possible range of sports, including tennis, squash and badminton courts, sports pitches, all-weather play areas, the National Cricket Centre, the athletics stadium and our 50-metre swimming pool.
This exciting new course takes a multidisciplinary approach to the study of media, culture and society. Based within the award winning Department of Social Sciences, the course takes course content from a number of our well established and respected degrees to offer a different perspective on these fields of social science.

Its flexible approach ensures that you are able to tailor the course completely to your strengths and preferences, through the use of optional modules. These modules come predominantly from the areas of media, communications and sociology.

Why study Media, Culture and Society at Loughborough University?

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About the Course

All teaching and learning is divided into a number of modules. Each module covers a specific topic and is given a credit value depending on how intensive the module is. In order to progress from year to year, you must successfully complete 120 credits in total. Some of the modules you will study are compulsory, and therefore must be studied by all students. These usually cover fundamental theory and knowledge covering areas necessary to gain a good understanding of the areas of media, culture and society. Some of these modules are studied over one semester, others are studied over two semesters.

Fundamentally the course covers the following areas: global, social and cultural change; inequalities and identity research methods; broadcasting; the press; digital media; classical social theories; cultural theory; communications and media theory.
Learning and Teaching

Learning and teaching is provided using a number of methods, including:

- Lectures – these are larger classes used to communicate knowledge or theory to a large number of students
- Seminars/tutorials – smaller classes to allow group discussion; often you will prepare verbal and/ or visual presentation or discussion papers for these groups
- Practical workshop/laboratory sessions – these are designed for you to develop specialist analytical and presentational skills through hands-on training
- Independent study - this includes preparation for timetabled classes including reading and data collection, preparation of assessed coursework, revision for exams, and related activities

Assessment

Assessment is carried out using a number of different methods. The type of method depends on the nature of the module. Methods include:

- Written examinations
- Essays
- Reports
- Oral presentations
- In-class tests
- Multiple choice examinations
- Independent work exercise
- Dissertation

To find out more information about teaching, learning and assessment, please see our website: www.lboro.ac.uk/socialsci/mcs

Opportunities

As well as the excellent teaching provided on this course you can also benefit from a number of other opportunities to enhance your skills and experience. Opportunities include:

- Year-long and short-term placements
- International study exchange programme / European ERASMUS exchange programme
- Teaching year abroad
- Learn a foreign language
- Department seminars
- Guest lectures by industry professionals

To find out more about these opportunities and how you can become involved in them, please see our website: www.lboro.ac.uk/socialsci/mcs

Career Opportunities

As a graduate of this course a wide range of careers are available to you. Possible careers include: marketing, public relations, advertising, media, human resources, non-governmental organisations, public administration, social work, charity sector.

The broad nature of the course also supports a large number of other careers where there appears to be no direct relationship to media, culture or society, for example the financial services.
## Module Content

Please find information about the content of our core modules below. For further information on all of our optional modules for Year 2 and Final Year, please see our website – [www.lboro.ac.uk/socialsci/mcs](http://www.lboro.ac.uk/socialsci/mcs)

### Year 1

**Compulsory modules**

- Introduction to Sociology: Identities and Inequalities
- Sociology of Health and Illness
- Social Psychology

**Optional modules**

- Discourse and Media
- Digital Media and Society
- Researching Media and Communication
- Urban Sociology

### Year 2

**Compulsory modules**

- Communication, Media and Cultural Theory
- Digital Media and Society
- Sociology in Policy and Practice
- Researching Media and Communication

**Optional modules**

- Critical Viewings: Film
- Promotional Culture
- Documentary
- Employment in the Social Sciences

### Final Year

**Compulsory modules**

- Sociology of Health and Illness
- Sociology of Tourism
- Sociology of Gender
- Sociology of Religion
- Sociology of Globalization

**Optional modules**

- Introduction to Communication
- Researching Media and Communication
- Communication, Media and Cultural Theory
- Digital Media and Society
- Sociology in Policy and Practice

### Year 2 and Final Year

**Compulsory modules**

- Researching Media and Communication
- Communication, Media and Cultural Theory
- Digital Media and Society
- Sociology in Policy and Practice

**Optional modules**

- The Media in Global Context
- Persuasion and Communication
- Youth Culture and the Media
- Producing the News
- Popular Music and Society
- Media, Memory and History
- Media Panics
- Sociology of Gender
- Inequalities
- Nationalism and Cosmopolitanism
- Debating Society
- Sociology of Religion
- Sociology of Health and Illness
- Race and Racism
- Sociology of Tourism
- Professional Employability in the Social Sciences
- Human Sexualities
- Political Psychology
- Health Psychology
- Forensic Psychology
- Gender and Psychology
- The Social Psychology of Everyday Life
- Clinical Psychology
- Children, Young People and Risk
- Women and Crime: Victims, Offenders and Survivors
- State Surveillance and Deviant Bodies
- Children, Young People and Risk
- Victimology
- Crime and Deviance in Sport

Further information is available on all of these options on our website. Modules available may change from time to time depending on availability. Please check our website for the most up-to-date information – [www.lboro.ac.uk/socialsci/mcs](http://www.lboro.ac.uk/socialsci/mcs)
Example coursework question:
In what ways is audience reception affected by gender?

Optional modules
Introduction to Critical Viewings
This module looks at the processes through which moving images make meaning, how economic, social and political factors influence the production of meaning and how artistic traditions and conventions influence the production and reception of meaning.
Teaching: lectures and screenings
Assessment: one multiple choice examination and a coursework essay

Understanding Contemporary Societies
In this module you are introduced to key areas of sociological investigation in contemporary societies, such as youth, surveillance, culture, historical sociology, and crime and deviance.
Teaching: seminars
Assessment: essay
Example coursework: To what extent can CCTV surveillance be understood as a form of ‘social sorting’?
You can also choose from an extensive list of modules based in the areas of Criminology and Social Policy, British Politics, Social Psychology, Languages. Further details can be found on our website - www.lboro.ac.uk/socialsci/mcs

Year 2
Compulsory modules

Classical Social Theories
This module introduces students to key classical social theories. We examine and discuss classical social theories in their historical context, and apply them to understand social life, and make sense of the social fabric of Modern Society.
Teaching: seminars
Assessment: essays and exam
Example coursework: What is the basis of social solidarity in industrial societies according to Durkheim?

Communication, Media and Cultural Theory
Through this module, studied over two semesters, you will learn about the leading concepts in media and cultural analysis and how to use them. You will be able to understand and analyse how the media shape our sense of who we are and how they contribute to contemporary social and cultural change.
Teaching: lectures and seminars
Assessment: Written examination, two coursework essays and weekly in-class tests
Example assessment: What is a racial stereotype? Discuss, using examples from contemporary media, how such stereotypes affect identity.

Researching Media and Communication 2
This module, studied over two semesters, builds upon the work carried out in the first year. It looks at developing your skills in practical media analysis and involves group activities.
Teaching: lectures, practical workshop/laboratory sessions
Assessment: 3 research reports pieces and one presentation
Example coursework question: In what ways is audience reception affected by gender?

Sociology in Policy and Practice
This module enables you to take a sociological approach to public, political and applied issues. It introduces students to sociology’s role in government policy, practice, media and other organisations. It examines the dissemination of sociological research via policy documents, newspapers, documentaries, film and online social media.
Teaching: seminars
Assessment: essay
Example coursework: What are the main challenges that sociologists face when engaging with external groups such as the government, media and charities?

Optional modules
Critical Viewings: Film
The aim of this module is for you to view a range of canonical films from the twentieth century to gain an understanding of the reasons for this status and a wider appreciation of the social, political and media historical change. You will develop skills in analysing film, particularly with respect to visual and textual analysis.
Teaching: viewings and discussion sessions
Assessment: 3 pieces of written coursework based on film analysis
Example coursework question: Is Casablanca a propaganda film?

Promotional Culture: Public Relations, Advertising and Society
In this module you will be learning about the developments in advertising and public relations. You will discuss the wider issues and debates surrounding these areas.
Teaching: lectures and seminars
Assessment: one written examination
Example coursework question: What impact did the growth of advertising have on the mass media?

Contemporary Social Theories
This module introduces you to key contemporary social theories. The module enables you to understand contemporary social theories in their historical context and be able to critically reflect upon them, apply them to understand current social life as well as appreciate their differences.
Teaching: lectures
Assessment: Essay and exam

Sociology in Historical and Global Context
This module introduces students to historical sociology, focusing on the emergence of modern society. Topics include, for example, discourses on nationalism, imperialism, colonialism as well as historical processes of state formation and class formation and political struggles on a global level.
Teaching: lectures
Assessment: two essays
Plus options from the optional module list stated on page XX under Year 2 and Final Year Optional Modules, full explanations of these modules can be found on our website - www.lboro.ac.uk/socialsci/mcs

Final Year
Compulsory modules
Dissertation
During your final year you will complete a project dissertation on a topic of your own choice relating to media, culture and society. A member of staff will act as your supervisor and provide specifically tailored help and advice.
Teaching: lectures, seminars and one-to-one tutorials
Assessment: 10-14,000 words dissertation, portfolio
Example dissertation titles: Veiling, gender and Muslim Identity; Youth crime, the media and moral panics; What does Google know about us, and do we care?; Perfume advertising: Historical developments and recent trends; Disney films and gender stereotypes; Cosmetic surgery: causes and attitudes

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.
Teaching: lectures, practical workshop/laboratory sessions
Assessment: group presentation, poster

The Individual and Society
This module familiarises students with the most important conceptions of society and the social in social theory. We will think sociologically about how individuals interact to produce social forms and are in their turn influenced by those social forms. A selection of theoretical perspectives on the relationship between individuals and the social will be discussed.
Teaching: seminars
Assessment: A group presentation, an essay and a short examination
Example coursework: Analyse the relationship between an empirical study and a corresponding theoretical approach on the individual and the society.

Continued...
Module Content continued...

Final Year
Compulsory modules

Digital Media and Society
This module looks at the economic, social, political and cultural impact of digital technologies with an emphasis on the use of digital technology in media and cultural industries.
Teaching: lectures and seminars
Assessment: one piece of coursework
Example coursework question: What consequences do smart phones and tablets have for the Internet?

Communicating Sociology
The module further develops student’s awareness of the significance of sociology outside academia. It also enables students to apply and present sociological knowledge for non-academic audiences. The module encourages students to think about the relationship between sociology and the wider community, about applying and disseminating ideas and about engaging different audiences.
Teaching: lectures and workshops
Assessment: A communication portfolio including essay, presentation, and critical review
Example coursework: Prepare and deliver a short but engaging group presentation that translates a sociological study for a non-academic audience

Optional modules

Critical Viewings: Television
This module offers an opportunity to engage critically with some of the most influential television programmes shown from the 1960s onwards. We look at the ways in which popular television represents and constructs everyday life and intervenes in key issues and debates of the day.
Teaching: viewings and discussion sessions
Assessment: two pieces of coursework consisting of comparative analysis of selected television programmes

Critical Viewings: Documentary
This module is the third in the critical viewings series. 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.
Teaching: viewings and discussion sessions
Assessment: two pieces of coursework consisting of comparative analysis of selected documentaries

Plus options from the optional module list stated on page 6 under Year 2 and Final Year Optional Modules, full explanations of these modules can be found on our website - www.lboro.ac.uk/socialsci/mcs

Dr Frederick Attenborough
Lecturer in Communication and Media Studies
Frederick joined the Department of Social Sciences at Loughborough in 2010. His main interests are in discourse analysis, ethnomethodology and rhetoric. He is currently researching how people do interactive things through various forms of textual communication.

Professor David Buckingham,
Professor of Media and Communications
David studied at Cambridge University, the University of Westminster and the Institute of Education, University of London. 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.

Dr Daniel Chernilo
Reader in Social and Political Thought
Daniel teaches on a variety of modules, which all seek to invite students to think sociologically and offers an option course on nationalism and cosmopolitanism. He has published two books in English and two in Spanish on the history of social theory and nationalism and cosmopolitanism.

Professor David Deacon
Professor of Communication and Media Analysis
David studied at Trent Polytechnic and the University of Leicester, and worked at Coventry Polytechnic and the University of Leicester before joining the Department in 1990. His research interests include political communication, public relations and news management and he teaches an option on news production.

Professor John Downey
Professor of Comparative Media
John studied at Cambridge University. After completing his doctorate, he was a research fellow at Siegen University in Germany. He joined Loughborough in 2000. His research interests include digital media and comparative media analysis, and he teaches a core module on digital media.
Dr Dave Elder-Vass  
Senior Lecturer in Sociology  
Dave teaches on a variety of core sociology modules and runs a series of workshops in the third year that help students with their dissertation projects. His research interests are sociological theory and economic sociology, particularly in the new digital environment.

Dr Christian Greiffenhagen  
Lecturer in Sociology  
Christian has an interdisciplinary background in sociology and computer science. He teaches introduction to sociology, classical social theories and different ways of applying sociology e.g., working with computer scientists. His research focuses on the interface between society and technology.

Dr Emily Keightley  
Senior Lecturer in Communication and Media Studies  
Emily studied as an undergraduate and postgraduate at Loughborough University. Her main interests are the way in which people experience time and memory in everyday life, and how media technologies and texts intervene in these processes. She teaches an optional module on media, memory and history.

Dr Karen Lumsden  
Lecturer in Sociology  
Karen teaches on the core modules Understanding Contemporary Societies, Sociology in Policy and Practice, and Research Methods. Her research interests include the sociology of crime and deviance, youth, car culture, policing, and qualitative methods.

Professor Jim McGuigan  
Professor of Cultural Analysis  
Jim teaches about social theory, culture and capitalism. In the past, he has worked for the Arts Council of Great Britain and BBC Television. He has published several books, most recently Cool Capitalism (2009) and Cultural Analysis (2010); and many articles in academic and popular journals.

Dr Sabina Mihelj  
Reader in Media and Cultural Analysis  
Sabina studied and worked in Slovenia, Germany and Hungary and joined Loughborough in 2004. Her research interests include identity and the media, television studies, and the media in Eastern Europe. She teaches on several core modules, including cultural and media theory and research methods.

Professor Karen O'Reilly  
Professor of Sociology  
Karen teaches qualitative research methods, the sociology of tourism, social class and exclusion, and migration. She is especially interested in how tourism and migration overlap and intersect, and the implications of this for communities, ethnic identities, and social stratification.

Professor Michael Pickering  
Professor of Media and Cultural Analysis  
Michael has published in the areas of social and cultural history, the sociology of art and culture, and media and communication studies. His latest books explore issues of media and memory and the role of music at work. He is currently offering an option on popular music and society.

Dr Line Nyhagen Predelli  
Reader in Sociology  
Line teaches sociology of gender, the sociology of religion and research methods. Her research focuses on social movements, including the missionary movement, the environmental movement, and women’s movements; she also analyses gender and citizenship in relation to Christianity, Islam and migration.

Dr John E. Richardson  
Senior Lecturer in Communication and Media Studies  
John rejoined the department in 2012, having worked here for 5 years up to 2010. His research interests include structured social inequalities, British fascism, racism in journalism, critical discourse studies and argumentation. He teaches on several core and optional modules, including Critical Viewings.

Dr Paula Saukko  
Reader in Social Science and Medicine  
Paula teaches qualitative research methods, sociology of health and illness and new media. Her recent research focuses on prevention of lifestyle related diseases and the way in which health becomes part of consumer lifestyle, as in online, commercial genetic testing or use of mobile health ‘apps’.

Dr James Stanyer  
Reader in Comparative Political Communication  
Before joining Loughborough University, in 2005, James taught at Cambridge, City and Leicester Universities. He has particular research and teaching interests in political communication and transnational communications and teaches an optional module on global media.

Professor Liesbet Van Zoonen  
Professor of Media and Communications  
Liesbet joined the department in 2009 after having worked for more than 20 years at the University of Amsterdam, most recently as head of the Department of Communication. Her recent research concerns the new media, youth and religion as well as digital media and identity management.

Dr Iris Wigger  
Lecturer in Sociology  
Iris teaches on a range of modules helping students to understand key sociological themes and theories, and offers two optional modules on ‘race’ and racism and on the history of stereotyping. Her research includes work on the origin of racialised discourses and the History of Ideas in the West.

Dr Dominic Wring  
Reader in Political Communication  
Dominic studied at Nottingham and Cambridge universities and was a researcher at Nottingham Trent before joining the department in 1997. He is an internationally renowned expert in political communication and teaches on the press, broadcasting and advertising and PR.