



An introduction to the Institute for Media and Creative Industries

Professor Thomas Tufte

Institute Director



About us

- Postgraduate campus opened in 2015/16
- One of the fastest growing campuses in the UK
- Situated on Queen Elizabeth Olympic Park in East London, 6 minutes by rail to central London
- Offers a dynamic student experience
- Institute for Media and Creative Industries welcomes students from around the world to study communication and media studies





Our programmes

- Media and Creative Industries MA
- Global Communication and Development MA
- Media, Communications and Cultural Management MSc (new!)

- International Development MA (new!)
- International Sustainable Development MSc (new!)

- Media and Creative Industries PhD





January 2021 Intake

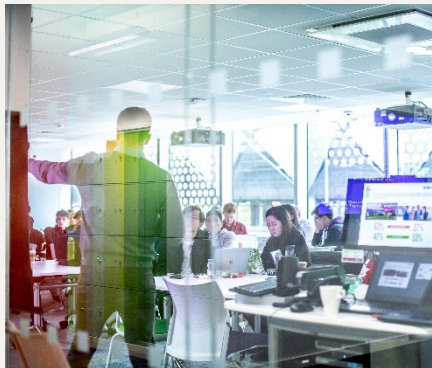
- Media and Creative Industries MA
- Global Communication and Development MA



Postgraduate teaching

Research-led teaching by world leading scholars

- Media representation, popular culture, political economy, political communication, communication for social change, media development, history of media technologies, media and social movements, urban communication, citizen engagement





Our Programmes in Media and Creative Industries

- The media and creative industries have become an increasingly important part of contemporary social and cultural life, and of the modern economy.
- Our campus is located at the heart of a newly emerging 'hub' in London for digital media, broadcasting, creative arts, and cultural innovation.
- Our media and creative industry programmes give students a professional understanding of how the media and creative industries work, along with critical insights into the broader economic, social and political issues at stake.





Our Programmes in Development and Social Change

- Our two new Development Programmes, and also our Global Communication and Development programme all focus on understanding, processes of development and social change, both in theory and practice
- We are close to large players in international development cooperation, both UN agencies, DFID and international NGOs. We have many international partners, both in Asia, Africa and Latin America
- We also collaborate with community based organisations and social movements, both in London and internationally
- Module example: our fieldwork module, called Meaningful Development, will take you to a country in the Global South for a 10 day visit, engaging with our local partners there



Block teaching

- Each module lasts 3 weeks
- 3 lectures/week
- 30 hours of lectures and tutorials in total
 - Seminars
 - Lectures
 - Guest lectures from companies and organisations etc.
 - Tutorials
 - Group work
 - Presentations
 - Academic writing support



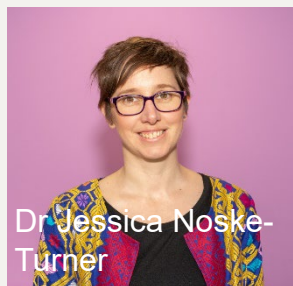


Master's dissertation

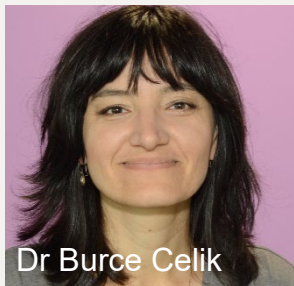
- Each student will devise a research project on a topic of their choice
- Using a range of research methods taught during the course
- Working closely with your supervisor, regular supervision meetings and guidance
- Past dissertation topics have included:
 - An Investigation of the Lived Experiences of Youth in Jamaica and their Response to Climate Change Engagement.
 - Fashion blogging, gender and identity on Sina Weibo
 - Ethical considerations of machine learning based tools in media research: A case study on BBC Media Action's Klahan-9 project in Cambodia and El Kul in Libya
 - Consuming Disney in China
 - Tap and go (meet) – Examining online identity construction in queer partner-seeking virtual environments within Johannesburg
 - Youth Leaders in Civic Media: The role of leading and creating civic media organizations in youth civic engagement
 - The narrative and tropes of the Italian anti-vaccination movement in their online communication in 2017
 - The role of new media in the transmission of Buddhist culture in China among college students between 18-25 years old



Our academics



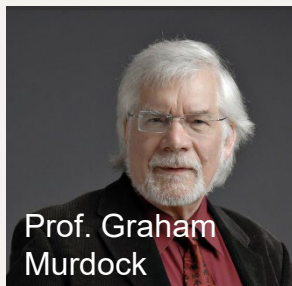
Dr Jessica Noske-Turner



Dr Burce Celik



Dr Patria Roman-Velazquez



Prof. Graham Murdock



Dr Cielia Clini



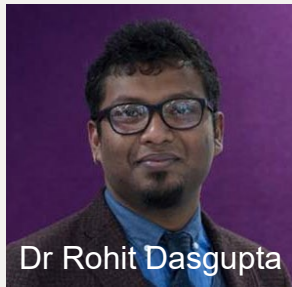
Dr Amalia Sabiescu



Dr Ana Cristina Suzina



Dr Ece Algan



Dr Rohit Dasgupta



Prof. Jo Tacchi



Prof. Thomas Tufte



Employability and careers

Our students go onto a wide range of careers in the media

- Editors – newspapers, broadcast media, community media
- Journalism, advertising, publishing
- Public relations and marketing, events management
- Human resources

Others go into International development and humanitarian organisations to work with:

- Programme management, strategic advice and policy development, evaluation, campaigns, and as communication officers





Thank you for listening

Professor Thomas Tufte
Institute Director