

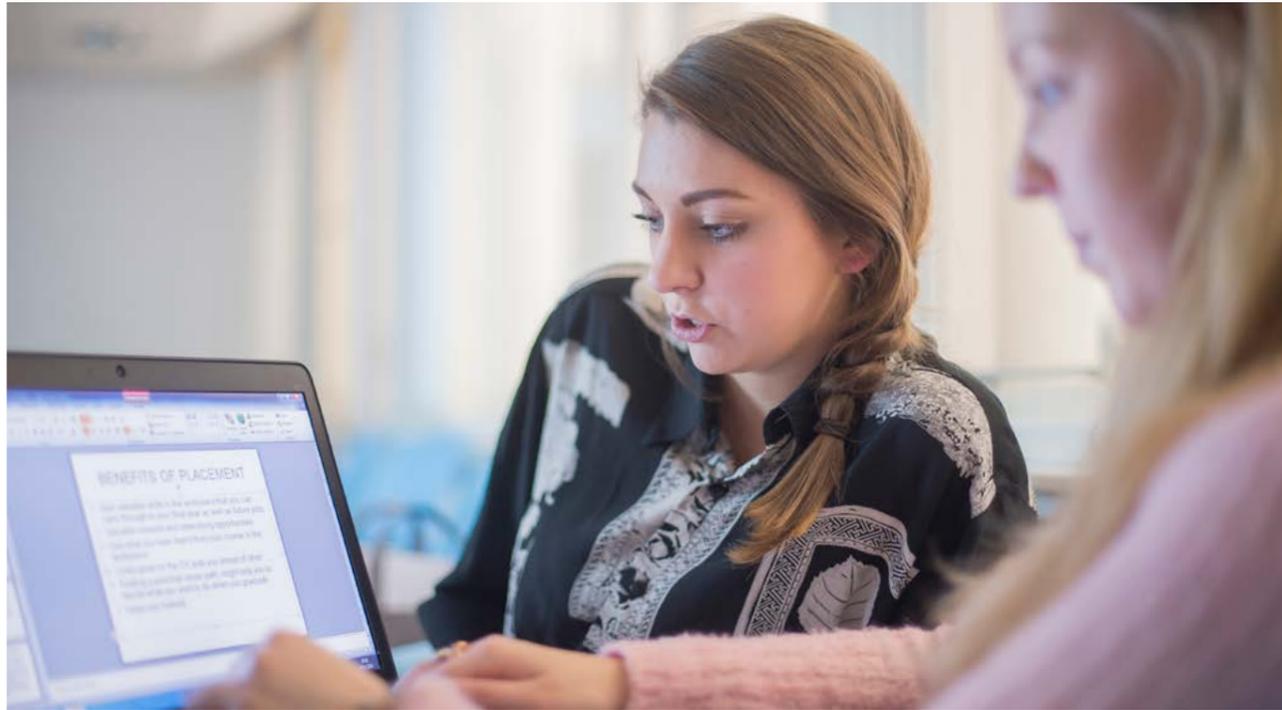
Communication and Media

 TIMES AND SUNDAY TIMES GOOD UNIVERSITY GUIDE 2019
1ST IN THE UK FOR COMMUNICATION AND MEDIA STUDIES

 DLHE 2017
100% OF RECENT GRADUATES IN WORK OR STUDY

 QS WORLD UNIVERSITY
RANKINGS 2019
TOP 50 IN THE WORLD





Welcome

A warm welcome to Communication and Media at Loughborough University – a dynamic team committed to the highest quality student experience.

Our students benefit from the expertise of our world-renowned academic staff, all of whom are dedicated to high quality research-informed teaching.

This combination of world-leading research and the highest quality teaching is what makes Communication and Media at Loughborough unique. It is highlighted by the fact that our undergraduate programmes are placed in the top 10 in all major UK league tables – The Times (1st), The Complete University Guide (4th), and The Guardian (7th).

We pride ourselves on enabling our students to fulfill their potential and to graduate as confident, capable and adaptable individuals ready for life after Loughborough. In the latest graduate destination survey, 100% of our recent graduates were in work or study six months after graduation (DLHE 2017).

I hope you take the opportunity to explore what we have to offer and I know that you will find studying with us a rewarding experience. The remainder of this brochure contains details about our specific courses. The latest information about our teaching and research is available on our website www.lboro.ac.uk/communication-media

Professor John Downey
Head of Communication and Media

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Research that matters

Communication and Media is a classic social science subject with profound relevance for today's societies. We produce both fundamental and applied research of exceptional quality. Our real-world impact is impressive, with our researchers providing advice and expertise to government and professional bodies, public sector organisations, charities and private companies.

Every few years, the quality of universities' research in all subject areas is independently assessed. The latest assessment, known as the Research Excellence Framework (REF), was undertaken in 2014. In REF 2014, we consolidated our position in the premier league of Communication and Media research. 90% of our Research is World-Leading or Internationally Excellent and we are ranked 2nd in the UK for Research Intensity. Our influence also extends globally: our research ranks 5th in the world for its influence on global scholarly research (citations per article, QS World Rankings, 2019).

What this means for you

Our academic staff use their research experience to create our ground-breaking programmes of study. Students benefit from the knowledge and expertise of our world-leading and internationally excellent researchers at every seminar and lecture they attend. Being taught by internationally renowned experts at the forefront of research in Communication and Media means that our students are receiving instruction at the cutting-edge of academic thought, grounded in the most up-to-date understanding of complex social issues.



Media and Communication BSc

BSc (Hons) DPS/DIntS* 4 years full-time sandwich
UCAS code: P90A

BSc (Hons) 3 years full-time
UCAS code: P910

Typical offers

A level: ABB (General Studies accepted)

IB: 35 (6,6,5 HL)

BTEC Level 3 National Extended Diploma: DDM

Entry requirements correct at the time of print. Please check our website for the latest version and other qualifications.



***DPS/DIntS:** Diploma in Professional Studies/
 Diploma in International Studies.

Our flagship degree, the Media and Communication BSc, is essential for making sense of how power and influence work in today's complex, turbulent world. We invite you to study in our world-leading community.

This longstanding and prestigious course will provide you with a thorough understanding of key themes including digital and social media, television, film, advertising, news and journalism, the media industries, culture, political communication, social inequality, gender, race, and sexuality.

You will gain a wide range of specialist analytical and practical skills relevant to many jobs that involve working with the media and communication industries. The broad scope of the course is designed to enable you to work in a range of different fields of communication and media, and adapt flexibly to the rapidly changing environment where critical understanding and analytical skills are of key importance.

About the course

Course content covers three key elements:

- Historical and contemporary developments across a broad range of media and communication sectors: digital and social media, television, film, advertising, news and journalism.
- Key theories that enable you to understand how media and communication contribute to the construction of meaning, how they influence our understanding of who we are, and how they shape modern societies
- Hands-on training in analytical skills relevant to a variety of jobs in media and cultural industries, such as social media analysis, interviewing, focus groups, content analysis, industry and audience data analysis.

You will benefit from our unique connections with the communication and media sector and our reputation for socially relevant, evidence-based, research that has real impact on public knowledge.

Our highly popular four year degree offers exciting placement opportunities in leading workplace settings.

We live in an era of rapid social, cultural and technological change. The skills and analytical techniques of Communication and Media graduates are in high demand in a wide range of public and private sector settings. Our researchers have built a curriculum in Communication and Media that is truly up-to-date and reflects the most recent innovations in the discipline, and the teaching we offer is of the highest quality.

Year 1

Compulsory modules

Introduction to Media and Communication; Introduction to Research Methods; Foundation in Social Sciences; Constructing Meanings: Texts and Audiences; Introduction to Critical Viewings; Media Landscapes.

Optional modules

Identities and Inequalities; Ideas and Controversies in Psychology; Introduction to Criminology & Social Policy; Global, Social and Cultural Change; Self and Identity ; Languages (eg French, German, Mandarin and Spanish).

Year 2

Compulsory modules

Media, Identity and Inequality; Promotional Culture: Advertising, Public Relations and Society; Critical Viewings: Film; Media and Social Change; Advanced Research Methods.

Optional modules

The Media in Global Context; Surveillance Society; Political Psychology; Media, Culture and Crime; Psychological Disorders in Society; Other social science options.

Final Year

Compulsory modules

Project Dissertation; Digital Media and Society; Critical Viewings: Documentary; Critical Viewings: Television; Presenting Media Debates.

Optional modules

Media, Memory and History; Producing the News Body, Health and the Digital; Social Psychology of Everyday Life; Gender, Sex and Society; Art, Politics and Society; Nationalism; Stereotyping the 'Other'; State, Violence and Terrorism; Other social science options.

Please note that modules are subject to availability and timetable scheduling.



"I love the fact that my course is very broad, in the sense that everyone can find an aspect that they have an interest in. I enjoy that I get to learn about historical aspects as well as contemporary ones, all while gaining new knowledge and achieving the best results that I can."

—
 Gintare
 Media and Communication BSc



Placement opportunity



Study Abroad



Additional Award



Accredited course

Sociology and Media BSc

BSc (Hons) DPS/DIntS* 4 years full-time sandwich
UCAS code: PL34

BSc (Hons) 3 years full-time
UCAS code: PL33

Typical offers
A level: ABB (General Studies accepted)

IB: 34 (6,5,5 HL) with 4 at SL Mathematics and 5 at SL English

BTEC: BTEC Level 3 National Extended Diploma: DDM.
Entry requirements correct at the time of print. Please check our website for the latest version and other qualifications.



***DPS/DIntS:** Diploma in Professional Studies/
 Diploma in International Studies.

Our Sociology and Media degree combines two vibrant subjects to provide students with a detailed knowledge of the way that societies and individuals understand, represent and communicate about themselves and how understanding such issues requires a thorough consideration of power, identity and diversity.

About the course

By giving students the opportunity to study a broad, multidisciplinary curriculum which covers the main theories, concepts and practices of sociology and media studies, this degree teaches students to understand and explain the role of media and communication in the organisation of everyday life, social identities and belief systems. Our students learn to critically examine the prominent role played by media and digital communications in the representation of society and social life and to explore the way media and communication processes and institutions inform and influence public understandings of identity, diversity and inequality.

By providing a thorough training in sociological theories and methods, students will learn to examine and explain complex social issues in relation to inequality, globalisation and social change. Students also explore the role played by the media in the way in which social issues are represented and discussed and learn about key developments in digital media, press, film, broadcasting and advertising. You will become adept at using classical and contemporary research and debates to explain some of the most pressing social and cultural issues.

Year 1

Compulsory modules

Identities and Inequalities; Sociological Imagination; Introduction to Communication & Media Studies; Contemporary Trends & Issues; Foundations in Social Sciences; Global, Social and Cultural Change; Introduction to Communication & Media Studies: Historical Themes & Perspectives; Language and Society; Introduction to Research Methods.

Optional modules

Self and Identity; Media Landscapes; Students can also choose language options, including French, Spanish, German and Mandarin.

Year 2

Compulsory modules

Social Theories; Media, Identity and Inequality; Media and Social Change; Digital Lives and Society; Advanced Research Methods.

Optional modules

Women and Crime: Victims, Offenders and Survivors; The Media in Global Context; Religion and Society; Promotional Culture; Critical Viewings: Film; Media, Culture and Crime; Globalisation and its Consequences; Political Communication; Plus language options.

Final Year

Compulsory modules

The Individual and Society; Contemporary Media Debates; Consumption, Culture and Everyday Life; Digital Media and Society; Sociology/Communication & Media Studies Dissertation.

Optional modules

Gender, Sex and Society; Critical Viewings: Documentary; Critical Viewings: Television; Media, Memory and History; Producing the News; Sex Work and Sex Industries; Health, the Body and Culture.

Please note that modules are subject to availability and timetable scheduling.



—
"I am very excited to welcome our first cohort of students onto the Sociology and Media degree programme in Autumn 2020.

From Brexit to the rise of Instagram, recent events have shown us the power of the media to shape the societies we live in and influence the lives we lead. On this innovative new course, our team of expert scholars will draw on their research to bring these issues to life as students develop a comprehensive understanding the most pressing social and cultural issues of our times."

—
 Dr Thomas Thurnell-Read
 Programme Director

Placements

Students on all of our courses have the opportunity to spend a year either in the UK or overseas gaining valuable work experience before they graduate. It is a great chance at the end of your second year to take on a professional role with a company or organisation. Many of our students have been successful in securing permanent jobs with their placement companies post-graduation.

Students who choose to do a placement work towards a qualification in addition to their Degree – the Diploma in Professional Studies (DPS).

Why do a placement year?

- A fantastic opportunity to 'test-drive' a career for a year
- Gain valuable work experience in a position of responsibility and enhance your CV
- Develop greater self-confidence and a more mature outlook
- Typically improved performance in final year of studies
- Students who have done a placement are more likely to be offered a higher salary in a graduate role.
- Additional qualification – Diploma in Professional Studies

What help and support will I get?

Although it will be your responsibility to secure your own placement, the University provide comprehensive guidance to assist you including tailored advice, employer presentations, skills sessions and talks. We also offer:

- A dedicated School Placements and Study Exchange Team who will support you throughout the process, sending you opportunities, subject-specific social

media and provide CV and application advice.

- Support via the University's Careers Network and dedicated Careers Consultants who organise employer presentations, skills sessions, employer fairs and mock interview/assessment centre practice.
- Students are made aware of placement opportunities throughout their studies and have the opportunity to attend presentations from students returning from work placement.
- Placements are monitored by a Visiting Academic Tutor who supports you with your DPS assessment and monitors your progress through the year.

What work placements do students undertake?

In recent years our students have done placements with BP, Volkswagen, Molson Coors, IBM, Johnson & Johnson, Samsung Electronics, Bosch, Confederation of British Industry, PwC, National Grid, Renault, Department of Work and Pensions, Food Standards Agency, Bedfordshire Police, Instron and Sky.

Students have undertaken roles such as Logistics Manager, Marketing Intern, Management Consultant, Social Research Officer, Community Safety Hub Team Assistant, Corporate Finance Analyst, Sports Data Researcher, HR, PR & Social Media Intern and Corporate Affairs.

What does it cost?

As a placement year is part of your academic studies, you will pay a tuition fee. Placement year fees are set at 20% of the yearly full-time fee for UK/EU students and £3,500 for international students taking placements in the 2020/21 academic year.



Study exchange

Students who choose to study abroad for a year work towards an additional qualification – the Diploma in International Studies (DIntS). There is also the option to study abroad for one semester and undertake a shorter work placement (25 weeks), which would also lead to the award of a DIntS upon successful completion of all components.

Why study abroad for a year?

- Get ahead in the job market
- A different and new study outlook
- Meet an international network of friends
- Improve your ability to establish relations with people from different cultural backgrounds
- Gain an international perspective
- Additional qualification – Diploma in International Studies

What does studying abroad for a year involve?

Typically, you will study a range of modules at the equivalent of second or final-year level. Classes at our partner universities can be taught in the foreign language and/or English dependent upon your choice of institution. You will be encouraged to take language classes prior and during your time abroad.

Where can I go?

There are many Erasmus+ study exchange opportunities with European universities and present University-wide international exchanges include Australia, Japan, Singapore, and the USA. For the most up-to-date list of our partner universities and which School/study areas they partner with, please visit: www.lboro.ac.uk/international/erasmus/outgoing/locations

What help and support will I get?

- A dedicated School Placements and Study Exchange Team who will support you throughout the process.
- Students are made aware of study abroad opportunities throughout their first and second year of study, with the opportunity to attend presentations from students returning from studying overseas.
- Online Linguistic Support (OLS) Tool: The OLS Tool offers Erasmus+ exchange students the opportunity to assess and improve their competency in the foreign language(s) relevant to the country in which they are studying. For further information please visit: www.lboro.ac.uk/international/erasmus/outgoing/language-support
- Language Centre: The University's Language Centre also provides opportunities for students to learn languages. Further information can be found at: www.lboro.ac.uk/departments/languages

What does it cost?

Students on Erasmus+ and international exchanges currently pay reduced fees to Loughborough University and are not liable for tuition fees at their chosen overseas university. For further information please visit: <https://www.lboro.ac.uk/study/overseas-exchange/outgoing/before-you-leave/finance>

If you take part in an Erasmus+ study you are eligible to apply for an Erasmus+ Mobility Grant which acts as a financial contribution towards living costs abroad.





Inspiring graduates

A degree in Communication and Media from Loughborough sets you up for a bright and rewarding future. We have an excellent record of academic development and career progression. Our graduates enter a variety of interesting professions thanks to the diversity of skills they gain from their degrees. 100% of our recent graduates find work or further study within 6 months (DLHE 2017).*

We work closely with the University's Careers Network to ensure that our students get the right skills and encouragement when planning for life after Loughborough. We have a dedicated Careers Consultant who offer personal and practical help to all students in weekly office hours. We offer unparalleled opportunities to learn new languages, to improve languages that you already have and to study or work abroad. Employability skills are built into our degree courses, including:

- critical reasoning and analytical skill
- problem solving
- creative thinking
- communicating orally and in writing
- presentation of strong, cohesive, well constructed arguments
- objective thinking

Graduate roles and destinations include:

- BBC – Press Office Runner
- British Sky Broadcasting – TV Production Junior
- Bupa – Authorisation Adviser
- Christian Aid – East Midlands Regional Coordinator
- Deutsche Bank – Graduate Trainee
- European Regions Airline Association – Coordinator, Corporate Communications
- Fulham Football Club – Marketing Assistant
- Goldman Sachs – Human Capital Management Analyst
- Ipsos Mori – Trainee Research Executive
- Macmillan Cancer Support – Telephone Campaign Coordinator
- Ministry of Justice – Offender Manager
- National Autistic Society – University Support Worker
- National Offender Management Service – Psychology Assistant
- NHS – Assistant Psychologist
- Opinion Panel Research – Trainee Research Executive
- Publicis London – Account Manager
- Your Sanctuary – Women's Safety Support Worker

Why did you choose to study Media and Communication at Loughborough University?

I knew that I wanted to study Communication and Media—a media and culture-based course. The course at Loughborough really appealed based on the content of the syllabus, and the reputation of the university.

What did you enjoy about your course?

I enjoyed the variety of modules on the course, and the options you could pick, which I think help make it a really well-rounded degree. I also took up the opportunity to study abroad in my second year, which was an absolutely incredible experience which I gained a lot from.

How has Loughborough University inspired you and helped you to progress in your career?

My experience at Loughborough inspired me to really pursue my passion for broadcasting. Taking full advantage of the student television and radio facilities gave me the chance to hone my skills and experiment with different ways of broadcasting and creating content. Having the basics of editing and TV production gave me a real advantage when I started out in the industry.

Would there be one piece of advice that you would give to current or prospective students looking to study Media and Communication?

It's a course where you can indulge your curiosity so take full advantage of that. It caters for a huge range of interests, and my course-mates have gone on to work in a real range of industries. I'd encourage you to read as widely as possible as it really does make a difference to your understanding and enjoyment of the lectures.

Did you take part in any extra-curricular activities during your studies? If so, how did this impact upon your Loughborough experience?

My involvement in LSU Media was an integral part of my time at Loughborough. I met great people, gained a wealth of experience, and it really gave me the confidence to pursue a career in broadcasting. It had a hugely positive impact on my Loughborough experience.

Can you tell us about your career journey so far?

I secured two week's work experience at Sky Sports in the summer between my second and third year at Loughborough. It went really well so I began working as a runner on weekends and in the holidays throughout my final year, before taking up a full-time job there once I graduated. I worked my way up the production ladder, and then began to do a little bit of reporting alongside my role as an Assistant Producer. Those opportunities built and built to more regular on-screen work.

Can you tell us more about your current role?

My current role is very varied which is great; I report live on the netball Superleague; present in-studio and report pitch-side for the NFL; travel the world for Sky's equestrian coverage; present and produce 'Game Changers' which is Sky Sports' kids show; plus plenty more! I also do some radio, presenting talkSPORT 2's breakfast show.

What do you love the most about your job?

I'm incredibly lucky to be working in the industry I wanted to work in, and in a role I dreamed of. I love the variety, I love the buzz of live broadcasting, and mostly I love talking to people about sport; it's the best form of reality TV.

—
Hannah Wilkes
Reporter & Presenter
Sky Sports
—





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This brochure was written several months in advance of the academic year to which it applies (2020). Every effort has been made to ensure that the information contained within is accurate at the time of publishing, but updates (for example to course content) are likely to occur due to the time between publication and the course start date. It is therefore important to visit our online prospectus at www.lboro.ac.uk/study before applying to check for any updates, as this will be the most up-to-date repository of information.

