

Media History MA

MA: 1 year

Entry requirements: A 2:1 honours degree or equivalent international qualification in the social sciences or humanities.

See full entry requirements online.

This course is an innovative new programme that provides an understanding and appreciation of the history, role and influence of media, communication and cultural processes and institutions.

Taught by a leading and internationally-recognised team of scholars based in the School of Social Sciences' Centre for Research in Communication and Culture, the degree provides a unique opportunity to explore one of the liveliest inter-disciplinary fields in the social sciences and humanities. A key focus is on the various challenges and changes that have shaped the development of media including the press, cinema, photography, broadcasting and digital platforms. The degree also provides an introduction to the evolution of various cases and controversies relating to the economic, political and cultural impact and significance of these phenomena.

The degree introduces debates relating to the scope, methods and trajectory of cultural media history through analysis of classic texts and consideration of more contemporary perspectives. Different modules interrogate the social, cultural and political ramifications of developments in media history from the mid-nineteenth century to the present. Consideration will be given to major relevant developments: mass literacy and the printed press; visual culture such as photography, cartoons and advertising; popular entertainment such as cinema and music; journalism and broadcasting; and propaganda and persuasion. Related themes to be explored include: leisure and consumerism; the public sphere and opinion formation; and state-building and collective identities.

Modules

Compulsory modules:

- Key Debates in Media History
- Dissertation in Media History
- The Media in Modern and Contemporary History
- Understanding Modern Media
- Researching Communications 1: Media Users and Cultural Institutions
- Researching Communications 2: texts and digital platforms
- Cultural Memory and the Heritage Industries

Optional modules:

- Media & Cultural Industries: political economy and public policy
- Digital Economies
- Marketing Politics
- Politics of Representation
- Social Media & Political Communication
- Media and Cultural Work
- Digital Cultures

Assessment

You will be assessed through a combination of coursework, group work, presentations and a dissertation.

Careers and further study

As this programme is new, graduate destination data is not yet available. However, key transferable skills gained from this programme will be ideal for students wishing to work in the media and related fields.



—
"This new master's degree explores the interaction of culture, technology, society and politics through the development of media from the printing press to the internet. The programme cultivates the tools and concepts necessary to analyse past texts, images and recordings and current scholarship about them."

—
 Dr Marcus Collins

