

Social Media and Political Communication MA



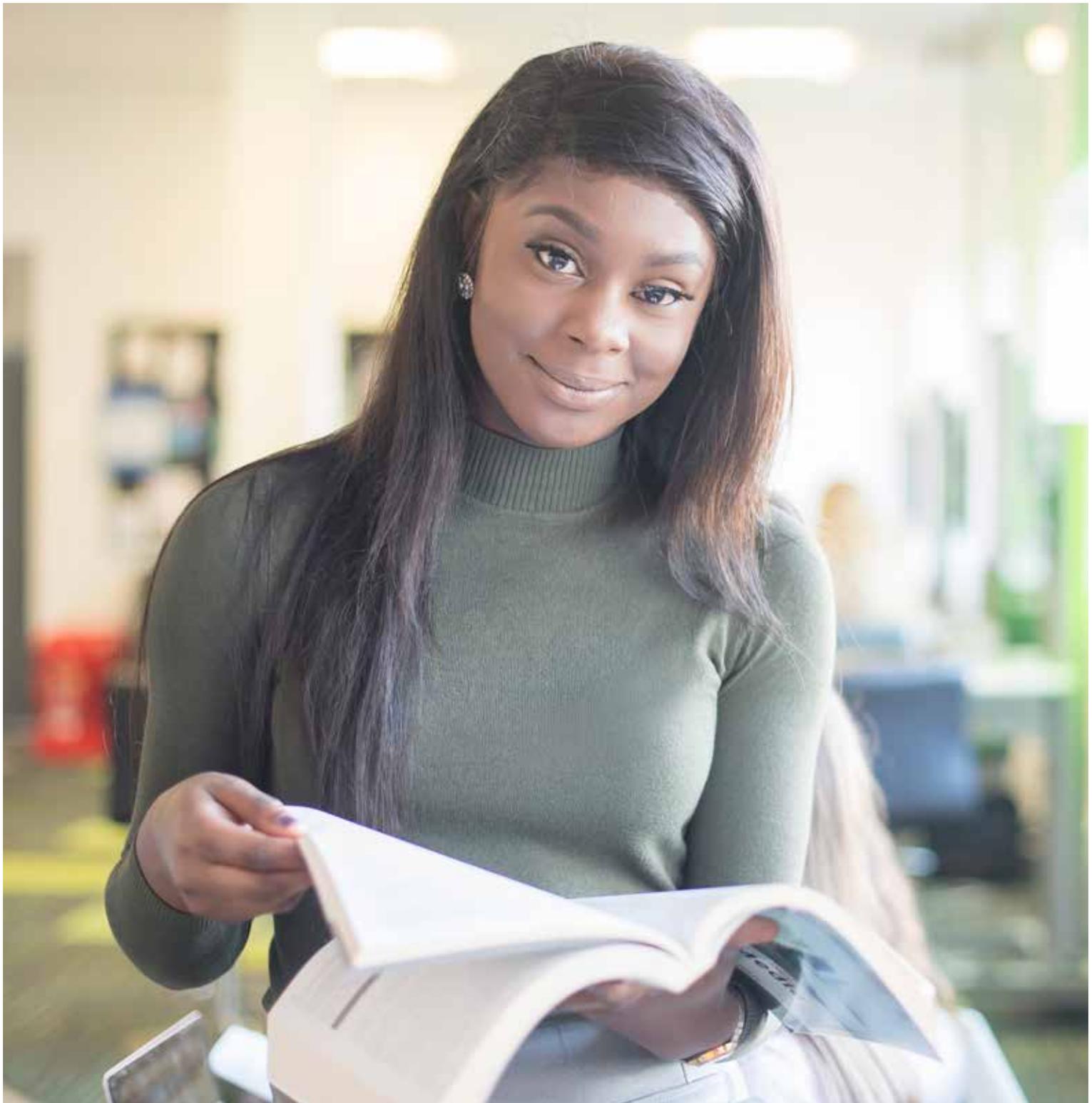
TIMES HIGHER EDUCATION WORLD
RANKINGS 2018
TOP 100 FOR SOCIAL SCIENCES



QS WORLD RANKINGS 2018
TOP 50 IN THE WORLD FOR
COMMUNICATION AND MEDIA STUDIES



THE TIMES AND SUNDAY TIMES GOOD
UNIVERSITY GUIDE 2018
1ST IN THE UK FOR COMMUNICATION
AND MEDIA STUDIES



Social Media and Political Communication MA

New for October 2019. On this exciting and unique course you will gain advanced knowledge of how social media shape the exercise of political power in today's turbulent world. The curriculum blends world-leading scholarly research with case study analyses of how political communication works in the real world.

The Centre for Research in Communication and Culture (CRCC) brings together Loughborough University's world leading researchers in media, communication and culture.

In the 2014 Research Excellence Framework, our research in this area was ranked second in the UK. We are established world leaders, ranked in the World Top 50 for Communication for the last six years (QS World University Rankings 2013-18) and 7th in the world and 1st in the UK in Communication for our influence on scholarly research and debate, measured by research citations (QS World University Rankings 2018).

The Course

The digital age has produced some of the most remarkable developments in modern history. The Arab Spring, Occupy, Brexit, the #MeToo movement, the election of Donald Trump as president of the United States, the growth of online misinformation and automated propaganda, fierce debates over online "filter bubbles" and fake news, mass microtargeting of political messages, and concerns about the growing power of social media platforms, algorithms, and big data over the lives of citizens. These developments have sent shockwaves around the world.

Amid the chaos there is now an urgent debate about whether the mass use of social media is leading to new types of politics. Do social media help concentrate power in the hands of a small elite? Or do they help decentralize power and engage ordinary citizens in democratic citizenship? Do social media enable individuals and organizations to express themselves, exchange opinions, and coordinate with others? Do they encourage the diffusion of propaganda, false information, incivility, and hatred? How do social media affect how political beliefs are formed among mass publics?

This programme is ideal for critical and reflective students who want to make sense of today's media and politics. Join the debate!

Compulsory modules

- Social Media and Political Communication
- Data, Power, and Democracy
- Marketing Politics
- Key Debates in Social Media and Political Communication
- Researching Communication: Media Users and Cultural Institutions
- Researching Communication: Texts and Digital Platforms
- Dissertation in Social Media and Political Communication

Optional modules

- Political Psychology
- Digital Futures: Explorations in New Media
- Digital Economies
- Global Communication
- Media and Cultural Industries: Political Economy and Public Policy
- Digital Cultures
- The Politics of Representation
- Media and Cultural Work

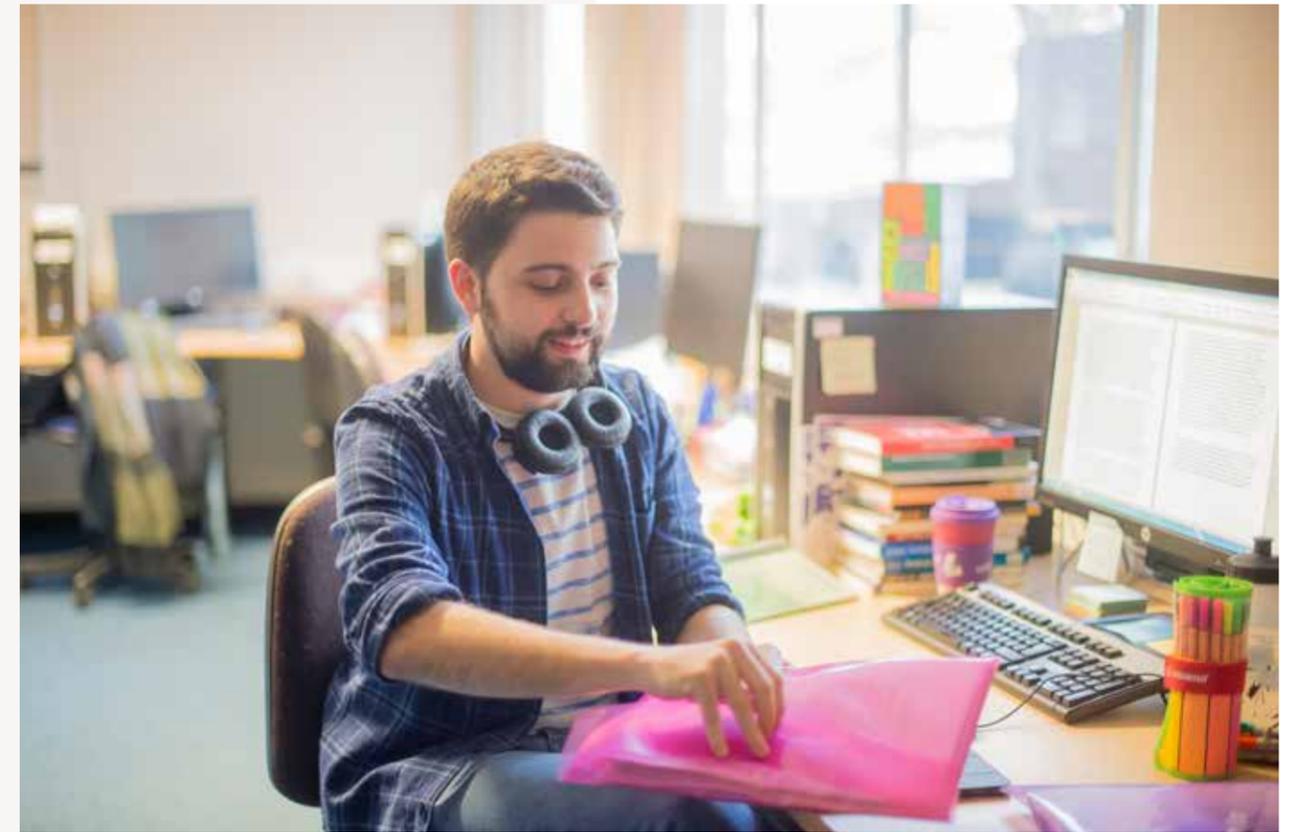
Assessment

Coursework for each module plus a dissertation of 10,000 words.

Careers and further study

Taught by scholars based in the Centre for Research in Communication and Culture who are genuine world leaders in the field, the MA Social Media and Political Communication – the only degree of its kind in the world – is ideal if you want to build a career in advocacy, campaign management, digital engagement, political communication consultancy, journalism, government communication, policy analysis, digital advertising, marketing and public relations, or political research, to name but a few.

Alongside the Loughborough Doctoral College training programme, the modules on the MA also form the perfect foundation for research training during the first year of a PhD in this field funded either by Loughborough's Online Civic Culture Centre for Doctoral Training (directed by Professor Andrew Chadwick), a School of Social Sciences Doctoral Studentship, or an ESRC +3 Studentship.



Entry requirements

An honours degree (2:1 or above) or equivalent overseas qualification in the social sciences or humanities. Applicants with appropriate professional expertise will also be considered.

IELTS: 6.5 with a minimum score of 6.5 in all elements.

Funding opportunities

There are a wide range of scholarships available to international students wishing to study postgraduate courses at Loughborough. For full details, see: www.lboro.ac.uk/study/finance/international





TIMES HIGHER EDUCATION
STUDENT EXPERIENCE
SURVEY 2017-2018
1ST PLACE

General enquiries

Communication and Media
Loughborough University
Leicestershire
LE11 3TU, UK

T: +44 (0)1509 223365
E: socialsci.pgt@lboro.ac.uk

 @LboroCM

 /lboroCM

 /lborouniversity

 /lborouniversity