Media, Communication and Cultural Studies

BA Honours
UCAS code PQL0
3 Years

We offer an academically rigorous study of media and culture, covering three distinct areas: media, cultural studies and professional practice.

You will study the generation, circulation and promotion of information, and explore the role the media plays in shaping culture, identity and interpersonal communications.

In addition, you develop a range of professional skills to equip you for a career in the communications industry, in areas such as:

- journalism
- public relations
- film-making
- marketing

You can also get hands-on experience in print and broadcast media with Newcastle University’s Guardian-award-winning student media scene.

This degree is consistently voted one of the best in the UK in the major university league tables.

Highlights of this degree

Quality and ranking

- 3rd in the UK – The Complete University Guide 2020 (Communications and Media category)
- 7th in the UK – The Guardian University Guide 2020 (Media and Film Studies category)
- Joint 6th in the UK – The Times/Sunday Times Good University Guide 2020 (Communications and Media category)
- Ranked top 20 in the UK for overall student satisfaction – National Student Survey 2019 (Media Studies category)
- top 200 – Social Sciences category – Times Higher Education World University Rankings by Subject 2018
- Over 80% of our research is ‘world-leading’ or ‘internationally excellent’ (Research Excellence Framework 2014)

What you will study

This degree covers three distinct areas of study. This provides you with the opportunity to explore the generation, circulation and production of information through a wide range of approaches.

- media: television, the press, radio, print media, the Internet, film, DVD, video, CDs, mass communications, media organisations, audiences, and producers
- communication: the imparting or exchange of information, ideas or feelings
- culture: the ideas, customs and art produced or shared by a particular society

A wide range of optional topics allows you to focus on areas of particular interest - such as television studies, public relations, marketing and business, magazine publishing. See the Modules section for more details.

A dissertation at Stage 3 gives you the opportunity to explore an issue of interest in depth and showcase your research and writing skills.

Boost your employability with a work placement

Apply to spend 9 to 12 months on an optional work placement between Stages 2 and 3. You can apply to spend your placement year with any organisation and will receive University support to do so.

You’ll gain first-hand experience of working in the sector, putting your learning into practice and developing your professional expertise.

It will extend your degree by a year and is subject to availability.

Find out more about Work Placements.

Study Abroad

You may take part in a study abroad exchange as part of this degree. See Go Abroad for further information.

Student media opportunities

The University enjoys a highly active student media scene where you can develop skills relevant to the media industry.

You have the opportunity to work for The Courier, Newcastle’s award-winning weekly student newspaper. It has twice been voted Guardian Media Student Publication of the Year.

We have fast-growing student radio and television stations, offering opportunities for presenters and production staff.

You can also get involved in pop-up news projects and Jesmond Local, a digital news hub where you can develop and explore new models of journalism.

There is an emerging, vibrant media industry in the city and we have good links with the local media and cultural industries.

Facilities and support

As a media student at Newcastle, you will join a vibrant community in the School of Arts and Cultures.

Facilities

You will have access to:

- a mobile studio suite and editing facilities
- specialist computing facilities including industry-standard software, such as Adobe Creative Suite
• modern, comfortable study and teaching spaces
We also have new facilities for multimedia journalism and film production under development.

Support
You will have an academic member of staff as a personal tutor throughout your degree. They can help with academic and personal issues.

Peer mentors will help you in your first year. They are fellow students who can help you settle in and answer any questions you have.

Social activities
This degree has a small course cohort, helping to foster close links between staff and students.
You can also join the active student-run society, MACS, that organises events throughout the year.

Course Details

Modules for 2019 entry
Please note
The module and/or programme information below is for 2019 entry. Our teaching is informed by research and modules change periodically to reflect developments in the discipline, the requirements of external bodies and partners, student feedback, or insufficient numbers of students interested (in an optional module). To find out more read our terms and conditions.
Module/programme information for 2020 entry will be published here as soon as it is available (end of May 2020).

Our degrees are divided into Stages. Each Stage lasts for an academic year and you need to complete modules totalling 120 credits by the end of each Stage. Further information, including the credit value of the module, is available in each of the module descriptions below.

Stage 1
Compulsory modules
MCH1023 Introduction to Media Studies
MCH1025 Introduction to Critical Practice
MCH1026 Introduction to Social and Cultural Studies
MCH1031 Introduction to Multimedia Technologies for Media Studies

Optional modules
You take one or both of the modules below:
MCH1028 Introduction to Professional Communication
MCH1030 Introduction to Journalism Practice
You may select one module from the list below:
ACE1000 Introduction to Marketing and Consumer Behaviour
BUS1001 Introduction to Management and Organisation
MCH1036 Journalism: Pasts, Present and Future
MUS1011 Understanding World Music
MUS1014 Introduction to Popular Music Studies
SOC1027 Comparing Cultures
SOC1029 Doing Sociology

Stages 2
Compulsory modules
MCH2069 Research Methods
MCH2075 Representations: Identity, Culture and Society

Optional modules

Students relaxing in the Student Forum on campus.
Stages 2

You will take at least 40 credits from List 1 and 40 credits from List 2:

**List 1**
- MCH2010 Online User Experience
- MCH2011 Memory Matters: Mediating Present Pasts for the Future
- MCH2012 Analysing Social Media Interactions
- MCH2034 Introduction to Public Relations
- MCH2035 Media, Mythology and Storytelling: How to analyse archetypes and ideologies in media texts
- MCH2065 Race, Culture and Identity
- MCH2067 Masculinities
- MCH2068 Journalism Practice
- MCH2071 Sex, Sexuality and Desire
- MCH2077 Visual Culture
- MCH2080 Celebrity Culture*
- MCH2087 Media, Democracy and the Public Sphere
- MCH2088 Feminist Approaches to Media Analysis
- MCH2089 Broadcast Journalism 1 (Radio)
- MCH2220 Conflict and Crisis Reporting
- MUS2085 Popular Music and Media

*It is recommended if selecting MCH2080 that students studying this module outside of MCH have a background in Media, Communication and Cultural Studies.

**List 2**
- ACE2000 Marketing Strategy: Concepts and Applications
- BUS2000 Human Resource Management
- BUS2001 Practical Business Management
- BUS2004 Business Management Simulation
- MCH2000 Film Theory for Practice 1: What is Cinema?
- MCH2001 Film Theory for Practice 2: Why Cinema?*
- MCH3063 Advertising and Consumption
- MCH3085 Digital Discourses and Identity
- MUS2054 Music and Cultural Theory
- NCL2007 Career Development for Second Year Students
- NCL2100 Developing Enterprise, Entrepreneurship and Employability

*This module has pre-requisites

You can only take a maximum of 40 credits of non-MCH modules in total from the above two lists.

With the approval of the Degree Programme Director, you may spend Semester 1 studying abroad, in which case you will take the following module, subject to an overall selection of modules with the Module Leader.

- MCH2020 Student Exchange: Semester 1

**Study Abroad (Year 3)**

If you wish to spend a year abroad as part of your degree, you can do so in consultation with and at the discretion of the Degree Programme Director. This is mutually exclusive with the option in stage 2 for an Erasmus semester abroad, and is also subject to a threshold of at least 60% in the overall stage one average.

**Placement Year (Year 3)**

On completion of Stage 2 and before entering Stage 3, you may as part of your studies for the degree spend a year in a placement with an approved organisation. Permission to undertake a placement is subject to the approval of the Degree Programme Director. If you are required to re-sit your Stage 2 assessment, you must delay the start of your placement until you have done so. If you fail Stage 2, you may not complete a placement year.

- NCL3000 Careers Service Placement Year Module

**Stage 3**

**Compulsory modules**
- MCH3073 Media Research Dissertation
- MCH3074 Themes and Issues in Media, Communication and Cultural Studies
- MCH3077 Politics, Power and Communication

**Optional modules**
You choose two modules from the following list:
- ACE3000 Globalisation: Patterns, Processes and Challenges
- BUS3000 Enterprise and Entrepreneurship with Lean Innovation
- MCH2010 Online User Experience^*
- MCH2011 Memory Matters: Mediating Present Pasts for the Future^*
- MCH2012 Analysing Social Media Interactions^*
- MCH2035 Media, Mythology and Storytelling: How to analyse archetypes and ideologies in media texts^*
- MCH2065 Race, Culture and Identity^*
- MCH2067 Masculinities^*
- MCH2071 Sex, Sexuality and Desire^*
- MCH2080 Celebrity Culture^*
- MCH3001 Magazine Publishing
- MCH3002 Youth, Identity and Contemporary Media
- MCH3012 Fashion, Communication and Culture
- MCH3013 Global Public Relations
- MCH3063 Advertising and Consumption
- MCH3085 Digital Discourses and Identity
- MCH3089 Broadcast Journalism 2 (TV)
- MCH3168 Cultural Phenomena and the Role of the Media, Digital/Social Media and PR
- MCH3997 Our Visual Past: Ancient Rock Art in the UK and Internationally
- MUS3009 Global Pop
- MUS3029 Music, Politics and Policy
- NCL3007 Career Development for Final Year Students
- NCL3008 Advanced Career Development Module

^You can only take one of these modules at Stage 3

*These modules have pre-requisites. It is recommended if selecting MCH2080 that students studying these modules outside of MCH have a background in Media, Communication and Cultural Studies.
Teaching and assessment

Study at the cutting edge

Media is a research intensive subject, and our academics are constantly exploring new ideas and methods in media, to ensure your programme is of the highest quality. Our research feeds into our teaching material, meaning you learn from experts who are at the forefront of the discipline.

Our research themes include:

- media and cultural theory
- sociology of media and journalism
- gender, the body and culture
- feminist theory
- media, journalism and popular culture
- intimacy, sexuality, family, childhood and education
- affect and emotion
- globalisation, nationalism and ethnicity
- media ethics and public relations

Teaching methods

Teaching is through lectures, seminars, and regular one-to-one tutorials.

In Stage 3 you undertake a research project that accounts for one third of your time.

Assessment methods

You will produce 10 pieces of written work each semester. This rises to 12 in Stages 2 and 3. The degree has no formal end of year examinations.

You are assessed through:

- data collection portfolios
- essays
- presentations
- in-class tests
- events management experiences
- online submissions

Find out more

Visit our Teaching and Learning pages to read about the outstanding learning experience available to all students at Newcastle University.

Careers

Media, communication and cultural studies careers

Media and communication courses focus on the communication of information across a variety of mediums and cover a broad range of subjects from the highly practical to the theoretical.

You will develop a variety of skills that are extremely useful for employment, such as critical analysis, research, teamwork, flexibility, a creative and independent approach to tasks and the ability to work to a brief and meet deadlines. You will be exposed to a broad commercial and cultural awareness of the media and creative industries, both from academic staff and media practitioners.

If your aim is to work directly within the media industry it is important to build up a portfolio of work, gaining as much experience as possible. Examples include contributing to your university paper or other publications, or working for TV production or radio outlets, PR or advertising agencies. Persistence and motivation are vital due to the popularity of this sector.

Careers in public relations, journalism, media planning, broadcasting and advertising are the most popular choices for media and communications graduates, however graduates with the ability to communicate information clearly and effectively will be beneficial to any organisation.

Find out more about the career options for Media, Communication and Cultural Studies from Prospects: The UK’s Official Careers Website.

What our graduates go on to do: employment and further study choices

See what our recent graduates went on to do and view graduate destinations statistics. These statistics are based on what graduates were doing on a specific date, approximately six months after graduation. Take a look at the most recent data available for our graduates.

The destination data is available in varying levels, beginning with the University and moving through Faculty and School down to individual course reports. This final level may give you some useful ideas about possible options after your course or a course you are considering.

Careers and employability at Newcastle

Newcastle University consistently has one of the best records for graduate employment in the UK.

96% of our 2017 UK-domiciled UG/PG graduates progressed to employment or further study within six months of graduating.

85.5% of our graduates are in graduate level employment or further study within six months of graduating.

We provide an extensive range of opportunities to all students through an initiative called ncl+. This enables you to develop personal, employability and enterprise skills and to give you the edge in the employment market after you graduate.

Our award-winning Careers Service is one of the largest and best in the country, and we have strong links with employers.
## Fees & Funding

### Tuition Fees (UK students)

**2020 entry:**
£9,250

For programmes where you can spend a year on a work placement or studying abroad, you will receive a significant fee reduction for that year.

Some of our degrees involve additional costs which are not covered by your tuition fees.

**Please note:**
The maximum fee that we are permitted to charge for UK students is set by the UK government.

As a general principle, you should expect the tuition fee to increase in each subsequent academic year of your course, subject to government regulations on fee increases and in line with inflation.

See more information on all aspects of student finance relating to Newcastle University.

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### Tuition Fees (EU students)

**2020 entry:**
£9,250 You will pay the same tuition fees as UK students for the duration of your course.

For programmes where you can spend a year on a work placement or studying abroad, you will receive a significant fee reduction for that year.

Some of our degrees involve additional costs which are not covered by your tuition fees.

**Please note:**
As a general principle, you should expect the tuition fee to increase in each subsequent academic year of your course, subject to government regulations on fee increases and in line with inflation.

See more information on all aspects of student finance relating to Newcastle University.

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### Tuition Fees (International students)

**2020 entry:**
£18,600

**Please note:**
You will be charged tuition fees for each year of your degree programme (unless you are on a shorter exchange programme).

The tuition fee amount you will pay may increase slightly on year as a result of inflation.

If you spend a year on placement or studying abroad as part of your degree you may pay a reduced fee for that year.

See more information on all aspects of student finance relating to Newcastle University.

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### Scholarships and Financial Support (UK students)

You may be eligible for one of a range of Newcastle University Scholarships in addition to government financial support.

**Newcastle University Scholarships**

**Government financial support**

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### Scholarships and Financial Support (EU students)

You may be eligible for one of a range of Newcastle University Scholarships in addition to government financial support.

**Newcastle University Scholarships**

**Government financial support**

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### Scholarships and Financial Support (International students)

We offer a range of scholarships to eligible international students:

- Vice-Chancellor’s International Scholarships
- Vice-Chancellor’s Excellence Scholarships
- Vice-Chancellor’s Global Scholarships

We also offer International Family Discounts which are available for all international students with a close family member who has graduated from or is now studying at Newcastle University.

Newcastle University offers Sanctuary Scholarships for eligible undergraduate students (excludes MBBS and BDS students) from asylum-seeker and refugee backgrounds.

Some of our subject scholarships and sports scholarships are also available for international students.

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### Apply

#### Applying to Newcastle University through UCAS

To apply for undergraduate study at Newcastle you must use the online application system managed by the Universities and Colleges Admissions Service (UCAS).

**UCAS codes for Newcastle University**

- institution name - NEWC
- institution code - N21
UCAS buzzword
Ask your teacher or adviser from your school or college for the UCAS buzzword. You need the buzzword when you register on the Apply system. This makes it clear which school or college you are applying from.

All UK schools and colleges and a small number of EU and international establishments are registered with UCAS.

If you are applying independently, or are applying from a school or college which is not registered to manage applications, you will still use the Apply system. You will not need a buzzword.

Making your application
On the UCAS website you can also find out more about:
• application deadlines and other important dates
• offers and tracking your application

Application decisions and enquiries
Find out more about our admissions process and who to contact if you need help with your application.

Students enjoying their graduation day.