



## Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2027/28

Date created: 03/03/2021

Last amended: 04/03/2026

Version no. 1

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### 1. Programme title(s) and code(s)

MA in Communication and Media

PG Diploma/PG certificate in Communication and Media \*

#### Notes

\* An award marked with an asterisk is only available as an exit award and is not available for students to register onto.

#### [HECOS Code](#)

| HECOS Code | %   |
|------------|-----|
| 100444     | 100 |

### 2. Awarding body or institution

University of Leicester

### 3. a) Mode of study

Full-time

#### b) Type of study

Campus-based

### 4. Registration periods

The normal period of registration for the September intake is 12 months. The maximum period of registration for the September intake is 24 months.

The normal period of registration for the January intake is 16 months. The maximum period of registration for the January intake is 28 months.

### 5. Typical entry requirements

Candidates should normally have at least an Upper Second class honours degree from a British university or its equivalent in one of the following: media/communication studies; politics; sociology; social, cultural or political theory; cultural studies. Candidates with degrees in related fields may also be considered at the discretion of the programme team. Where English is not the applicant's first language or the main language of prior learning, either IELTS 6.5 or an equivalent score on a test of English as an additional or foreign language is required.

### 6. Accreditation of Prior Learning

N/A

### 7. Programme aims

The programme aims to provide students with a critical knowledge of the historical development and key paradigm shifts in the study of media, culture and communication and with a comprehensive grounding in the theories and research necessary for studying, analysing, and understanding media and communication processes in both national and global contexts. The programme provides

students with the tools to critically research and examine the central role of mediated communication in all aspects of society: political, social and cultural. The course provides extensive training in communication and social science research methods and approaches and their adaptation to the challenges of researching the digital communication environment.

Teaching on the programme comprises lectures, seminars, workshops and tutorials. Assessment is by means of essays, research assignments and a dissertation.

Course objectives: at the end of the course students will have an understanding of:

- The relationship between contemporary media issues and social theory, including debates about media and modernity;
- The role of communication within processes of globalization;
- Ability to critically assess competing arguments in media and social theory;
- Different perspectives on the organisation of the mass media, and different frameworks for the analysis of the way such organisations operate both nationally and internationally;
- The organisational, professional and ideological constraints on the production of news and other media content;
- Key theories and models of media influence, media audiences and media consumption;
- The historical progression and socio-political context of research on media influence and media audiences;
- The social/audience/research implications of new media and communication technologies;
- The relationship between theory and method in the social sciences;
- The strengths and weaknesses of a broad range of approaches and methods for analyzing media and communication processes;
- How to identify, access and use information and communication resources in the social sciences;
- How to collect, manage, analyse and interpret communication and social science research data;
- How to formulate research questions, conceptualise research problems, design and carry out small-scale social science research.

## **8. Reference points used to inform the programme specification**

- QAA Benchmarking Statement
- Framework for Higher Education Qualifications (FHEQ)
- UK Quality Code for Higher Education
- [University Education Strategy](#)
- [University Assessment Strategy](#) [Login required]
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data

## **9. Programme Outcomes**

Unless otherwise stated, programme outcomes apply to all awards specified in 1. Programme title(s).

**a) Discipline specific knowledge and competencies**

**i) Knowledge**

| <b>Intended Learning Outcomes</b>                                                                                                                                                                                                         | <b>Teaching and Learning Methods</b>                                                                             | <b>How Demonstrated?</b>                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Advanced knowledge of the subject and of the historical and socio-cultural context of theorizing and research in this field.<br>For the PG Cert:<br>Knowledge of the theories, methodologies and approaches used for studying the subject | Lectures, seminars, tutorials, practical assignments, workshops, guided reading, tutor feedback on assessed work | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |
| For the MA and PG Dip:<br>Advanced knowledge of the theories, methodologies and approaches used for studying the subject.                                                                                                                 | Lectures, seminars, tutorials, practical assignments, workshops, guided reading, tutor feedback on assessed work | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

**ii) Concepts**

| <b>Intended Learning Outcomes</b>                                                                                                                                                        | <b>Teaching and Learning Methods</b>                                                                     | <b>How Demonstrated?</b>                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| For the PG Cert:<br>Describe and explain media organizations, media professionals, and media and communication processes in both national and global contexts.                           | Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |
| For the MA and PG Dip:<br>Describe, explain and critically discuss media organizations, media professionals, and media and communication processes in both national and global contexts. | Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

iii) Techniques

| Intended Learning Outcomes                                                                                                                                                                                                                                                                                                                                                   | Teaching and Learning Methods                                                               | How Demonstrated?                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Ability to describe and apply a range of media research methods. Ability to analyse and assess a variety of multimodal media material; discuss conceptual issues; assess relevance and quality of a wide range of primary and secondary sources and empirical research evidence; and for the MA only, mount and sustain an independent academic enquiry at an advanced level | Five core one-semester modules in the subject, options, seminars and dissertation tutorials | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

iv) Critical analysis

| Intended Learning Outcomes                                                                                                     | Teaching and Learning Methods                                                        | How Demonstrated?                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| For the PG Cert: Describe concepts and techniques with independence, rigor and self- reflexivity.                              | Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |
| For the MA and PG Dip: Critically discuss and evaluate concepts and techniques with independence, rigor and self- reflexivity. | Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

v) Presentation

| Intended Learning Outcomes                                                                                                                                                                                                                                                                                          | Teaching and Learning Methods                                              | How Demonstrated?                                                                                                                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Ability to: organize research material to present coherent and effective arguments; to distinguish between different kinds of relevant and non- relevant sources and material; to work individually and in groups to present findings; to write-up and deliver oral reports on findings to a professional standard. | Seminars, tutorials, independent research, one-to-one meetings/supervision | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

vi) Appraisal of evidence

| Intended Learning Outcomes                                                                                                                                                                                                                                          | Teaching and Learning Methods                                              | How Demonstrated?                                                                                                                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| For the PG Cert:<br>Describe a variety of complex conceptual, theoretical and historical issues; assess the relevance and quality of a range of primary and secondary literature and sources.                                                                       | Seminars, tutorials, independent research, one-to-one meetings/supervision | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |
| For the PG Dip and MA:<br>Ability to analyse, compare, contrast, and critically assess a variety of complex conceptual, theoretical and historical issues; assess the relevance and quality of a substantial range of primary and secondary literature and sources. | Seminars, tutorials, independent research, one-to-one meetings/supervision | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |
| For the MA only: in addition, the ability to mount and sustain an independent level of inquiry at an advanced level.                                                                                                                                                | Seminars, tutorials, independent Research, one-to-one meetings/supervision | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

**b) Transferable skills**

i) Research skills

| Intended Learning Outcomes                                                                                                                                                                                                                                                                                                                                  | Teaching and Learning Methods                                                                                                            | How Demonstrated?                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Progressive improvement in the ability to locate, organise and marshal evidence, ability to identify and critically review relevant literature, formulate research questions; conceptualise, plan and execute research, applying appropriate methods; analyse complex ideas, theories and data; report findings; construct sophisticated critical arguments | Through progressive modes of assessment, from essays to the dissertation, which draw on increasing levels of knowledge and understanding | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

ii) Communication skills

| Intended Learning Outcomes                                                                                                                                                                                                                                                                                     | Teaching and Learning Methods                                        | How Demonstrated?                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Ability to: deliver oral presentations to professional standard; demonstrate awareness of the audience's level of competence ;work with peers to discuss and develop skills in research methods; respond effectively to questioning; write cogently and clearly to communicate ideas and concepts effectively. | Lectures, seminars, group-work and tutorials, one-to-one supervision | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

iii) Data presentation

| Intended Learning Outcomes                                                                                                                                                    | Teaching and Learning Methods                                                                  | How Demonstrated?                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Ability to utilise appropriate software for data management and presentation purposes, and ability to present research clearly and effectively using appropriate IT resources | Modules, assignment, seminar feedback; and, for the MA, dissertation supervision and feedback. | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

iv) Information technology

| Intended Learning Outcomes                                                                                                                                                                                                  | Teaching and Learning Methods                            | How Demonstrated?                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Ability to use appropriate information technologies for the identification, retrieval, analysis and presentation of data. Ability to use selected specialist software for the analysis of qualitative and quantitative data | Lectures, seminars, practical exercises and own research | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

v) Problem solving

| Intended Learning Outcomes                    | Teaching and Learning Methods                              | How Demonstrated?                                                                                                                        |
|-----------------------------------------------|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Demonstrate problem formulation and solution. | Lectures, seminars, tutorials, independent and group work. | Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

vi) Working relationships

| Intended Learning Outcomes                                                                                                                                        | Teaching and Learning Methods                                         | How Demonstrated?                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Ability to: identify and make use of expert sources of advice and guidance; collaborate with peers;. ; determine how and when to draw on the expertise of others. | Seminar activities, tutorials, group exercises, dissertation proposal | Seminar and workshops, tutorials, and, for the MA only, the preparation of dissertation proposal |

vii) Managing learning

| Intended Learning Outcomes                                                                                                                                                                                                                                                                                      | Teaching and Learning Methods                                                                                                         | How Demonstrated?                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| Ability to organise work to meet timetabled deadlines and to produce coherent spoken and written presentations of scale appropriate to required task. Ability to respond to advice and guidance. For the MA only, ability to design a viable and realisable dissertation project and complete this on schedule. | Written module and coursework guides; course handbook; advice from tutor; modules in research methods, independent research exercises | Seminar presentations, essays, research design assignments, and, for the MA only, the dissertation |

viii) Career management

| Intended Learning Outcomes                                                                                          | Teaching and Learning Methods                                                                                            | How Demonstrated?                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Develop the ability to apply the skills and knowledge gained to existing and potential future occupational contexts | Working with colleagues from a wide range of professional backgrounds, independent research and dissertation supervision | Student evaluation of the course and students' reflections on their own personal and professional development in tutorials and face to face group discussions |

## 10. Special features

- The programme offers a unique historically grounded perspective on the evolution of mass communications in the 20<sup>th</sup> century and the transition to the digital communications environment of the 21<sup>st</sup> century.
- It provides students with a thorough grounding in the theories, approaches and research necessary for studying, analysing, and understanding media and public communication processes in the rapidly evolving global media and communications ecology.
- The programme introduces students to the conceptual frameworks and theories necessary for analysing and understanding the central role of media and communication in the context of social, political and technological change. And it provides students with the frameworks and analytical skills for researching media and communication roles in relation to social, political and cultural power.
- Emphasis is given to training in the full range of quantitative and qualitative methods and approaches necessary for analysing all aspects of the communication process, from media organisations, media professionals and production to media content, audiences and cultural consumption.

- The programme is taught by a team of research active academic staff who deliver world leading and internationally recognised research across diverse aspects of the field of media and communication.
- The programme is delivered with an emphasis on flexible and interactive modes of teaching and learning, including lectures, seminars, workshops and tutorials. Students will be actively involved in classroom discussions, seminar/workshop activities, group exercises and in individual projects.

#### 10a. Research-inspired Education

Students on this programme will advance through the four quadrants of the University of Leicester Research-inspired Education Framework as follows:

| RiE Quadrant                                                                                          | Narrative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Research-briefed</b><br>Bringing staff research content into the curriculum.                       | <b>Research-briefed:</b><br>Students are taught by internationally recognised experts in their field and course content is underpinned and informed by the extensive research experience of staff contributing to the programme. Staff teaching on the programme are engaged in research projects and regularly produce publications in academic journals and they bring this work to all teaching modules.                                                                                                                                                                                                                                                                                                                                                   |
| <b>Research-based</b><br>Framed enquiry for exploring existing knowledge.                             | <b>Research-based:</b><br>Assessment includes students conducting individual case study analysis of a wide range of strategic and public communication. Students engage in designing, and presenting their own research own case studies in seminars and workshops. Theoretical frameworks are applied by students to the cultures and output of contemporary communication and media industries.                                                                                                                                                                                                                                                                                                                                                             |
| <b>Research-oriented</b><br>Students critique published research content and process.                 | <b>Research-oriented:</b><br>Students are required to critically engage with appraise published research through critical review of academic research reports/articles, through analytical essays, and in the development of their literature reviews for research proposals and their dissertation.                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Research-apprenticed</b><br>Experiencing the research process and methods; building new knowledge. | <b>Research-apprenticed:</b><br>Students are supported by the guidance provided in the research module and supervisory assistance in the development of their dissertation. They will work on producing initial research proposals, refining the scope of their research project through dialogue with a dedicated supervisor and undertake their own independent research for the Masters dissertation. Students will also be guided through the process of obtaining ethics approval for their project and they will be provided with library-based training and self-study resources. Additionally, they will receive training in qualitative and quantitative research methods to allow them to make a contribution to knowledge based on empirical data. |

**As part of studying at a research-intensive university, students on this programme have the following extra or co-curricular opportunities available to them to gain exposure to research culture:**

The School of Arts, Media and Communication is a highly ranked centre of research and its research clusters host internationally recognised academic researchers for seminars and other events. Masters students in the School are invited to attend these events and engage with up to date research from these guest speakers.

**Teaching on this programme will be research-informed (it draws consciously on systematic inquiry into the teaching and learning process itself) in the following way:**

The School supports all staff involved in teaching to gain an accredited Higher Education teaching qualification (through both PGCAP and HEA Fellowship routes), in which they demonstrate their use of teaching theory to support their own practice and reflect on their current teaching and continuing professional development.

Staff members on the programme participate in academic training from the university (e.g. dedicated workshops, group seminars) that updates their knowledge of best practice for educational purposes. Additionally, module leaders, instructors and tutors engage in School level annual teaching awaydays, as well as subject division and programme team meetings, for continual pedagogical discussion and development.

Across the programme team there is engagement with national subject-relevant educational organisations (e.g. Association of Journalism Education) and staff have also been involved in QAA Subject Benchmark statement authorship for Communication, Media, Film and Cultures.

### **11. Indicators of programme quality**

As the University's first degree of its kind, the programme has a long and distinguished track record and is well recognized globally. External examiners consistently praise the MA in Communication and Media for its comprehensiveness, up-to-dateness and coherence. Students graduating from the programme have gone on to successful careers in academia, teaching, commercial research, and a wide range of media and communications-related occupations.

### **12. Criteria for award and classification**

This programme follows the standard scheme of taught postgraduate award and classification set out in [Senate Regulations](#) – see the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

### **13. Progression points**

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course and a recommendation will be made to the Board of Examiners for an intermediate/exit award where appropriate.

#### **14. Rules relating to re-sits or re-submissions**

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

#### **15. External Examiners reports**

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports for this programme can be found at [exampapers@Leicester](mailto:exampapers@Leicester) [log-in required]

#### **16. Additional features** (e.g. timetable for admissions)

Admissions are in September and January.

Students admitted in September undertake their dissertation during the summer of the following year and submit their dissertation in September (12 months in total).

Students admitted in January start by following semester 2 modules and break during the summer; in the following September they follow semester 1 modules and start their dissertation in January of the following year, submitting their dissertation at the end of May. Although this implies 16 months in total, only 12 are actually spent in the course.

## Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2027/28

Date created: March 2021

Last amended: 18/12/2024

Version no. 1

### Appendix 1: Programme structure (programme regulations)

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

MA in Communication and Media

#### Updates to the programme

| Academic year affected | Module                                                                                                                                  | Update                                    |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| 2026/27                | MS7109 Contemporary Issues in Media and Cultural Studies                                                                                | Core module changed from 30 to 15 credits |
| 2026/27                | MS7025 Researching Media and Public Communication                                                                                       | Core module removed                       |
| 2026/27                | MS7310 Strategic Communication                                                                                                          | New core module                           |
| 2026/27                | MS7050 AI, Global Media and Communication                                                                                               | New core module                           |
| 2026/27                | MS7506 The Globalisation of Sexuality                                                                                                   | Semester 2 optional module removed        |
| 2026/27                | MS7307 Promotional Cultures                                                                                                             | Semester 2 optional module removed        |
| 2026/27                | MS7080 Analysing Meaning in Advertising                                                                                                 | New Semester 2 optional module            |
| 2026/27                | MS7084 Advertising Creativity                                                                                                           | New Semester 2 optional module            |
| 2026/27                | Introduction of an optional module in Semester 1. Students take one optional module in Semester 1 and one optional module in Semester 2 |                                           |

**Credit breakdown September intake**

| Status               | Year long  | Semester 1 | Semester 2 | Other delivery period |
|----------------------|------------|------------|------------|-----------------------|
| Core taught          | n/a        | 45 credits | 45 credits | n/a                   |
| Optional             | n/a        | 15 credits | 15 credits | n/a                   |
| Dissertation/project | 60 credits | n/a        | n/a        | n/a                   |

180 credits in total

**Credit breakdown January intake**

| Status               | Year long  | Semester 2 | Semester 1 | Other delivery period |
|----------------------|------------|------------|------------|-----------------------|
| Core taught          | n/a        | 45 credits | 45 credits | n/a                   |
| Optional             | n/a        | 15 credits | 15 credits | n/a                   |
| Dissertation/project | 60 credits | n/a        | n/a        | n/a                   |

180 credits in total

**Level 7/Year 1 September intake 2027/28****Core modules**

| Delivery period | Code   | Title                                             | Credits    |
|-----------------|--------|---------------------------------------------------|------------|
| Semester 1      | MS7109 | Contemporary Issues in Media and Cultural Studies | 15 credits |
| Semester 1      | MS7400 | Media Research Methods                            | 15 credits |

| <b>Delivery period</b> | <b>Code</b> | <b>Title</b>                       | <b>Credits</b> |
|------------------------|-------------|------------------------------------|----------------|
| Semester 1             | MS7002      | Media and Communication Theory     | 15 credits     |
| Semester 2             | MS7013      | Media Audiences and Users          | 15 credits     |
| Semester 2             | MS7050      | AI, Global Media and Communication | 15 credits     |
| Semester 2             | MS7310      | Strategic Communication            | 15 credits     |
| Term 3                 | MS7012      | Dissertation                       | 60 credits     |

### Notes

MS7012 is compulsory only for degree of MA

### Option modules

| <b>Delivery period</b> | <b>Code</b> | <b>Title</b>                                                            | <b>Credits</b> |
|------------------------|-------------|-------------------------------------------------------------------------|----------------|
| Semester 1             | MS7183      | Global Digital Cultures                                                 | 15 credits     |
| Semester 1             | MS7086      | Global Media: Structures and Representations                            | 15 credits     |
| Semester 1             | MS7147      | Advertising in Society: Historical Developments and Contemporary Issues | 15 credits     |
| Semester 1             | MS7031      | Advertising for a Client                                                | 15 credits     |
| Semester 1             | MS7178      | Public Relations: Culture and Society                                   | 15 credits     |
| Semester 1             | MS7079      | PR, Journalism and Networked Media                                      | 15 credits     |
| Semester 1             | MS7160      | The Sociology of Digital Media                                          | 15 credits     |
| Semester 1             | MS7061      | The Politics of Digital Media                                           | 15 credits     |
| Semester 2             | MS7224      | Digital Media, Online Persuasion and Behavioural Change                 | 15 credits     |
| Semester 2             | MS7087      | Critical Approaches to Data Analytics and the Digital Economy           | 15 credits     |
| Semester 2             | MS7082      | Global Communications and Development                                   | 15 credits     |
| Semester 2             | MS7006      | Global Affairs: Actors, Communication and Culture                       | 15 credits     |

| Delivery period | Code   | Title                                        | Credits    |
|-----------------|--------|----------------------------------------------|------------|
| Semester 2      | MS7081 | Advertising and Promotion in the Digital Age | 15 credits |
| Semester 2      | MS7021 | Health Communication Theory and Practice     | 15 credits |
| Semester 2      | MS7043 | Digital Media in Everyday Life               | 15 credits |
| Semester 2      | MS7080 | Analysing Meaning in Advertising             | 15 credits |
| Semester 2      | MS7084 | Advertising Creativity                       | 15 credits |

### Notes

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

## Level 7/Year 1 January intake 2027/28

### Core modules

| Delivery period | Code   | Title                                             | Credits    |
|-----------------|--------|---------------------------------------------------|------------|
| Semester 2      | MS7013 | Media Audiences and Users                         | 15 credits |
| Semester 2      | MS7050 | AI, Global Media and Communication                | 15 credits |
| Semester 2      | MS7310 | Strategic Communication                           | 15 credits |
| Semester 1*     | MS7109 | Contemporary Issues in Media and Cultural Studies | 15 credits |
| Semester 1*     | MS7400 | Media Research Methods                            | 15 credits |
| Semester 1*     | MS7002 | Media and Communication Theory                    | 15 credits |
| Semester 2*     | MS7012 | Dissertation                                      | 60 credits |

### Notes

(\* denotes modules that take place in academic year 2027/28); MS7012 is compulsory only for degree of MA

## Option modules

| <b>Delivery period</b> | <b>Code</b> | <b>Title</b>                                                  | <b>Credits</b> |
|------------------------|-------------|---------------------------------------------------------------|----------------|
| Semester 1*            | MS7183      | Global Digital Cultures                                       | 15 credits     |
| Semester 1*            | MS7086      | Global Media: Structures and Representations                  | 15 credits     |
| Semester 1*            | MS7147      | Advertising and Society                                       | 15 credits     |
| Semester 1*            | MS7031      | Advertising for a Client                                      | 15 credits     |
| Semester 1*            | MS7178      | Public Relations: Culture and Society                         | 15 credits     |
| Semester 1*            | MS7079      | PR, Journalism and Networked Media                            | 15 credits     |
| Semester 1*            | MS7160      | The Sociology of Digital Media                                | 15 credits     |
| Semester 1*            | MS7061      | The Politics of Digital Media                                 | 15 credits     |
| Semester 2             | MS7224      | Digital Media, Online Persuasion and Behavioural Change       | 15 credits     |
| Semester 2             | MS7087      | Critical Approaches to Data Analytics and the Digital Economy | 15 credits     |
| Semester 2             | MS7082      | Global Communications and Development                         | 15 credits     |
| Semester 2             | MS7006      | Global Affairs: Actors, Communication and Culture             | 15 credits     |
| Semester 2             | MS7081      | Advertising and Promotion in the Digital Age                  | 15 credits     |
| Semester 2             | MS7021      | Health Communication Theory and Practice                      | 15 credits     |
| Semester 2             | MS7043      | Digital Media in Everyday Life                                | 15 credits     |
| Semester 2             | MS7080      | Advertising Analysis                                          | 15 credits     |
| Semester 2             | MS7084      | Advertising Creativity                                        | 15 credits     |

## Notes

(\* denotes modules that take place in academic year 2027/28); MS7012 is compulsory only for degree of MA

**Notes**

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

**Appendix 2: Module specifications**

See taught postgraduate [module specification database](#) [Login required] (Note - modules are organized by year of delivery).