

Course Summary: March 27, 2026

Media, Communication and Cultural Studies BA Honours

- UCAS code: **PQLO**
- Full time
- 3 years

Explore the role media plays in shaping culture and society. Prepare yourself for a career as a media professional with an understanding of political and ethical approaches to social justice issues.

You are currently viewing course information for entry year: **2026**

Next start date:

- September 2026

Tuition fees (Year 1)

- Home: **£9,790**
- International: **£24,500**

Entry requirements and offers

- A-Level: **AAB**
- IB: **34 points**

UCAS Institution name and code:

- NEWC / N21

Undergraduate Open Day

Start your university journey. Find where you belong. Friday, June 26 (9:00-16:00)

Saturday, June 27 (9:00-16:00)

[Book your place now](#)

Course overview

Our three-year Media, Communication and Cultural Studies degree focuses on critical thinking and practical skills. We combine theory and practice informed by:

- social justice
- equality, diversity and inclusivity
- contemporary issues surrounding technology and culture

With a variety of optional pathways to choose from, you'll have the opportunity to gain the skills needed for a career in professional communications.

Our world-leading academics teach a wide range of modules that cover Media, Culture and Communications, allowing you to critically engage with processes and structures of meaning-making, knowledge and power.

We see our graduating students as agents of change: working successfully within the media, while using the skills learned on this programme to make the media more equitable and fairer for everyone.

Your learning is led by our renowned team of academics who are always exploring new ideas and methods to ensure your degree is of the highest quality. Their research feeds into your learning in areas such as:

- journalism
- public relations
- marketing and advertising
- cultural studies

You'll explore the generation, circulation and production of information through media, communication and culture. We have a broad selection of modules across these disciplines allowing you to discover and research your own areas of interest.

You'll graduate as a highly skilled media professional, ready for a career across a variety of areas and with a grounding in contemporary political and ethical issues surrounding social justice.

Your course and study experience - disclaimers and terms and conditions

Please rest assured we make all reasonable efforts to provide you with the programmes, services and facilities described. However, it may be necessary to

make changes due to significant disruption, for example in response to Covid-19.

View our [Academic experience page](#), which gives information about your Newcastle University study experience for the academic year 2025-26.

See our [terms and conditions and student complaints information](#), which gives details of circumstances that may lead to changes to programmes, modules or University services.

Quality and ranking

Professional accreditation and recognition

All professional accreditations are reviewed regularly by their professional body.

Modules and learning

Modules

The information below is intended to provide an example of what you will study.

Most degrees are divided into stages. Each stage lasts for one academic year, and you'll complete modules totalling 120 credits by the end of each stage.

Our teaching is informed by research. Course content may change periodically to reflect developments in the discipline, the requirements of external bodies and partners, and student feedback.

Optional module availability

Student demand for optional modules may affect availability.

Full details of the modules on offer will be published through the [Programme Regulations and Specifications](#) ahead of each academic year. This usually happens in May.

To find out more please [see our terms and conditions](#)

You'll explore the role the media plays in shaping culture, identity and interpersonal communications. You will study modules in areas such as media studies, social and cultural studies, marketing communication and promotional practices, multimedia communication, and digital cultures. You will also develop critical skills in media, communication and cultural studies.

Modules

Compulsory Modules	Credits
Digital Cultures	20
Media Studies	20
Critical Skills	20
Social and Cultural Studies	20
Marketing Communication & Promotional Practices	20
Multimedia Communication	20

You'll be introduced to theoretical perspectives on media and culture. You'll learn about the process and practice of researching media and culture, as well as understanding their intersectional and political nature.

A wide range of optional modules allow you to focus in more depth on areas of particular interest to you, such as: gender, race, digital media, public relations, journalism, popular culture and advertising.

Modules

Compulsory Modules	Credits
Media Fusions: Creative & Collaborative Projects	20
Intersectional Approaches in Media & Cultural Studies	20
Advertising and Consumption	20
Research Design and Practice	20
Optional Modules	Credits
Student Exchange: Semester 1	60
Introduction to Public Relations	20
Popular Culture: Futures & Fictions	20
Critical Making and Digital Skills	20
Physical Cultural Studies	20
Conflict and Crisis Reporting	20
Popular Music and Media	20
Career Development for second year students	20

Optional module information

You only take the following module if you are studying abroad:

Student Exchange: Semester 1

You have the opportunity to put the knowledge and skills from Stages 1 and 2 into practice in Stage 3, undertaking a dissertation that focuses on a specific area of media, communication and culture.

A wide range of optional modules allow you to focus in more depth on areas of particular interest to you, such as: gender, race, youth culture, digital media, public relations, political communication, popular culture, journalism, magazine

publishing and fashion.

Modules

Compulsory Modules	Credits
Research Dissertation	40
Optional Modules	Credits
Essential Law for Media and Journalism	20
Journalism Practice for Digital Audiences	20
Popular Culture: Futures & Fictions	20
Conflict and Crisis Reporting	20
Memory Matters: Mediating Present Pasts for the Future	20
Fashion, Communication and Culture	20
Global Public Relations	20
Storytelling and Collective Psychology	20
Digital Politics, Communication, and AI	20
Feminist Approaches to Media Analysis	20
Digital Discourses and Identity	20
Case Studies in 21st-Century Music	20
Career Development for final year students	20

Teaching and assessment

Teaching methods

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

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

Assessment methods

You'll be assessed through a combination of:

- Assessments
- Assignments – written or fieldwork
- Case studies
- Dissertation or research project
- Essays
- Portfolio submission
- Practical sessions
- Presentations
- Seminar tasks/exercises

Skills and experience

Practical skills

You can get involved in Newcastle University's award-winning and active student media scene, where you can further build on the skills you've learned as part of your degree.

There are opportunities to work for The Courier, our weekly newspaper, or join our fast-growing student radio and television stations. You will also have the chance to meet and engage with public relations industry experts and practitioners in the creative arts.^a

Research skills

You'll undertake a dissertation in the final year of your degree. This gives you the chance to demonstrate your learned knowledge and develop your techniques and understanding around independent, in-depth research.

You will also learn from our expert staff who are at the forefront of the discipline. Our staff's research themes include:

- media and cultural theory

- digital communication and cultures
- feminism
- queer and trans theory
- critical race studies and post-colonialism
- journalism
- intimacy and sexuality
- popular culture and youth culture
- media and philosophy
- media and politics
- public relations, advertising and promotional culture
- media ethics

Opportunities

Study abroad

Experience life in another country by choosing to study abroad as part of your degree. You'll be encouraged to embrace fun and challenging experiences, make connections with new communities and graduate as a globally aware professional, ready for your future.

You can choose the [student exchange module](#) in your second year. This will allow you to spend the first semester of second year on a student exchange.

Students wishing to spend a year abroad as part of their degree 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 a semester abroad, and is also subject to a threshold of at least 60% in the overall Stage 1 average.

[Find out more about study abroad](#)

Work placement

Apply your practical skills, increase your confidence and gain real-life work experience to accelerate your career. Take a 9-12-month industrial placement in

the UK or abroad. Work placements usually take place in stage 3 of your studies and extend your degree by one year.

[Find out more about work placements.](#)

Facilities and environment

Facilities

As a student of Media Communication and Cultural Studies at Newcastle University, you will join a vibrant community in the [School of Arts and Cultures'](#) Media, Culture, Heritage department.

You will be based in the Armstrong Building and Film@CultureLab, right at the heart of our city-centre campus. You'll be close to all of Newcastle University's amenities, as well as being just a five-minute walk to Newcastle's main street, Northumberland Street.

You'll have access to:

- professional-standard video and audio equipment, studio space and AV-editing facilities
- specialist computing facilities, including industry-standard software, such as Adobe Creative Suite
- a mobile studio suite

Support

You'll have the support of an academic member of staff as a personal tutor throughout your degree to help with academic and personal issues.

You will also benefit from the expert knowledge and skills of our dedicated team of technicians.

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 when starting university.

Your future

Graduates from our Media, Communication and Cultural Studies degree have gone on to work in media-focused roles across a range of industries for organisations such as:

- The Financial Times
- BuzzFeed
- Pickle Jar Communications
- Royal Bank of Scotland
- St James's Place Wealth Management
- Northern Powergrid
- Daily Mail
- Bumble

Careers in the creative arts, public relations, journalism, media planning, social media management and content creation, broadcasting and advertising are the most popular choices for graduates.

We focus on the communication of information across a broad range of subjects, from the highly practical to the theoretical. We encourage you to think critically about contemporary media and culture, so you'll be beneficial to any organisation.

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.

[Read more about careers with a Media, Communication and Cultural Studies degree](#)

[Hear from our graduates](#)

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for graduates. Our courses focus on the communication of information across a broad range of subjects from the highly practical to the theoretical, so you'll be beneficial to any organisation.

You will develop a variety of skills that are useful for employment, such as:

- critical analysis
- research, teamwork
- flexibility
- a creative and independent approach to tasks
- the ability to work to a brief and meet deadlines

Make a difference

Careers support

A portfolio of work is crucial if you wish to work in the media industry, and we've plenty of opportunities for you to develop this. We have an award-winning student newspaper, university radio and television stations, as well as links with local media outlets.

Our Careers Service is one of the largest and best in the country, and we have strong links with employers. We provide an extensive range of opportunities to all students through our ncl+ initiative.

[Visit our Careers Service website](#)

Recognition of professional qualifications outside of the UK

If you're studying an **accredited degree** and thinking about working in Europe after you graduate, the best place to find current information is the [UK Government's guidance on recognition of UK professional qualifications in EU member states](#). This official resource explains whether your profession is regulated in another country, what steps you need to take, and which organisation you should contact.

Find out more...

- Go online for information about our full range of degrees:
www.ncl.ac.uk/undergraduate
- Watch videos about student life in Newcastle by visiting our YouTube channel at **www.youtube.com/@newcastleuni**
- Watch a virtual tour of our campus at
<https://youtu.be/vJUfHcqB7l8?si=8lUrf7kTxXbgdfr1>
- Book for an Open Day to come and see us in person
www.ncl.ac.uk/openday
- Contact us online at **www.ncl.ac.uk/enquiries** or phone +44 (0)191 208 3333

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<https://www.ncl.ac.uk/student-welcome/student-contract/>

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