Journalism, Media and Culture

BA Honours

- UCAS code: **P500**
- Full time
- 3 years
- Next start date: **September 2021**

This Journalism, Media and Culture degree will prepare you for a fast-paced and varied career at the cutting edge of journalism, media and creative industries.

Fees (per year)

- Home: **£9250**
- International: **£19200**

Entry requirements

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

UCAS Institution name and code:

- NEWC / N21
Course overview

Our three-year Journalism, Media and Culture degree focuses on developing your writing, production and communication skills across a range of platforms. You'll be well prepared for a career in a fast-changing media environment as a proactive journalist or media professional.

This hands-on degree programme ensures you develop the practical skills critical in multimedia journalism, as well as an in-depth academic knowledge across all aspects of journalism and media theory.

You'll master the ability to write for print, online and broadcast and to produce audio and video content for online multimedia.

Your knowledge of the issues and debates in media and cultural studies will be supplemented with a thorough grounding in cultural studies, journalism history, media law and political communications.

You'll become a highly skilled media professional with an in-depth and critical understanding of the roles media and culture play in our society, ready for an exciting career working in journalism and media.

COVID-19

Please rest assured we make all reasonable efforts to provide you with the courses, services and facilities described. However, it may be necessary to make changes due to significant disruption, for example in response to COVID-19.

See our terms and conditions for more information

View our Frequently Asked Questions

Quality and ranking

• 3rd in the UK – The Complete University Guide 2021 (Communications and
Media category)
- top 20 in the UK – The Times/Sunday Times Good University Guide 2021
  (Communications and Media category)
- top 200 – Social Sciences category – Times Higher Education World
  University Rankings by Subject 2020
- over 80% of our research is ‘world-leading’ or ‘internationally excellent’
  (Research Excellence Framework 2014)

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 will be introduced to the principles and practices of multi-platform journalism, focusing on the skills needed to master multimedia technology. You develop your writing skills and explore the role of media and culture in
contemporary society from a historical and theoretical perspective.

Modules

**Compulsory Modules**

- Introduction to Media Studies 20
- Introduction to Scholarly Practice 20
- Introduction to Social and Cultural Studies 20
- Introduction to Journalism Practice 20
- Journalism: Pasts, present and future 20
- Introduction to Multimedia Technologies for Film and Journalism 20

**Optional Modules**

You will expand your skills across print, magazine, online and broadcast journalism, and learn about regulations, legislation and ethics relevant to the media industries.

You will tailor the degree to your interests by choosing from a wide range of optional modules, such as broadcast journalism, magazine publishing, conflict and crisis reporting, race, culture and identity, media, democracy and the public sphere, feminist approaches to media analysis, documentary film-making, public relations, advertising and marketing.

Modules

**Compulsory Modules**

- Media Law and Ethics 20
- Multimedia Journalism I 20
- Journalism Practice 20
- Research Methods 20
Optional Modules

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<th>Module</th>
<th>Credits</th>
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<tr>
<td>Introduction to Public Relations</td>
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<td>Race, Culture and Identity</td>
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<td>Representations: Storytelling, Mind and Culture</td>
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<td>Journalism and Media Research</td>
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<td>Dissertation</td>
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<td>Digital Power, Politics and Communication</td>
<td>20</td>
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Visual Culture 20
Celebrity Culture 20
Conflict and Crisis Reporting 20
Magazine Publishing 20
Youth, Identity and Contemporary Media 20
Fashion, Communication and Culture 20
Global Public Relations 20
Advertising and Consumption 20
Critical Approaches to Media, Communication and Culture 20
Feminist Approaches to Media Analysis 20

Teaching and assessment

Teaching methods

Teaching is through lectures, seminars, practical workshops 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'll be assessed through a combination of:

- Assessments
- Assignments – written or fieldwork
- Coursework
- Dissertation or research project
- Essays
Skills and experience

Practical skills

You will have opportunities to develop your practical skills through opportunities to work for The Courier, Newcastle University's award-winning weekly student newspaper, our student radio and television stations or local media projects like Jesmond Local, a digital news hub where you can develop and explore new models of journalism.

You’ll have the opportunity to take part in international Pop-up Newsroom events, where – along with students from across the world – you’ll take part in a 24-hour rolling global reporting project, focused on current issues.

Business skills

You will develop a comprehensive portfolio of work, produced to industry standards, including works of written news, features, reviews and a multimedia package that features text, audio and/or video as well as social media.

You’ll also have the opportunity to add broadcasting and radio packages to your portfolio.

Research skills

You’ll undertake a Journalism and Media 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.

Your dissertation will build on a range of compulsory and optional theoretical
modules that you will be able to study throughout your course on pertinent topics such as media and power, gender studies, race, culture and identity, celebrity culture, PR, advertising and consumption, digital discourses or conflict and crisis reporting.

Opportunities

Work placement

Get career ready with a work placement and leave as a confident professional in your field. You can apply to spend 9 to 12 months working in any organisation in the world, and receive University support from our dedicated team to secure your dream placement. Work placements take place between stages 2 and 3.

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

If you choose to take a work placement, it will extend your degree by a year. Placements are subject to availability.

Find out more about work placements

Facilities and environment

Facilities

As a student of Media, Journalism and Film Practice 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 based in Culture Lab.

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

You will develop the skills needed to be a successful multimedia journalist. You will also be exposed to a broad commercial and cultural awareness of the media and creative industries, both from academic staff and media practitioners.

Students from our Journalism, Media and Culture degree have followed a variety of career paths in the industry, such as:

- print, online, broadcast and multimedia journalism
- broadcast production
- social media editing and planning
- script-writing
- public relations, communications and market research

Careers in public relations, journalism, media planning, broadcasting and
advertising are the most popular choices 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 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.

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 award-winning 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
Find out more...

• Go online for information about our full range of degrees: www.ncl.ac.uk/undergraduate
• To watch videos about student life in Newcastle, visit www.ncl.ac.uk/lovenewcastle
• Visit www.ncl.ac.uk/tour to take virtual tours of the campus and city
• 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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