Communication, Media and Politics
BA (Hons)

COURSE DETAILS
- A level requirements: ABB
- UCAS code: LP29
- Study mode: Full-time
- Length: 3 years

KEY DATES
- Apply by: 25 January 2023
- Starts: 25 September 2023

Course overview
The world we live in is dominated by media in many forms: through news and social media to politics and promotion, the media shapes our understanding of what we know and what we consume. This programme is particularly relevant to students interested in the intersection of communication, media and politics.

INTRODUCTION
You will explore communication theories, political ideas, systems and processes and you will learn how to develop knowledge, construct arguments and communicate your findings in different ways. Whether you want to work in one of these areas, to research their impact or simply to understand more about our relationship with media, this programme provides a thorough introduction with plenty of opportunities to develop specialist skills.

A range of optional modules allows you to choose a range of topics from political science and communication and media. We teach all of our students to acquire strong research skills, and you'll have the opportunity to practice them through independent or collaborative research.

Year in Industry
This programme is available with a Year in Industry. Year Three is spent on a paid placement within an organisation in industry, broadly defined. You will be supported by the School of the Arts and the Department throughout, and your reflexive written account of the experience will contribute towards your final degree result. If you wish to study this programme with a Year in Industry, please put the option code
‘Yi’ in the ‘Further Choices’ section of your UCAS application form.

**WHAT YOU’LL LEARN**

- Detailed knowledge and understanding in relation to one or more particular areas of the Communication and Media field of study
- Conceptual understanding of the main aspects and issues of national and international politics
- In-depth knowledge of the institutions and policies within the UK and other countries
- Detailed knowledge of media forms and practices
- Capacity to critically evaluate events, ideas and institutions
- Research skills
- Independent learning, initiative and personal responsibility
- The ability to construct arguments and convey ideas effectively
- Principles of academic writing and speaking
- The ability to relate the academic study of politics and communication to questions of public concern and communicate those to specialist and non-specialist audiences
Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

YEAR ONE

Your first year consists of entirely compulsory modules, through which you'll build the foundation for the rest of your studies.

You will take 120 credits in each year. If studying the Year in Industry pathway, your third year will be spent on placement.

COMPULSORY MODULES

BRITISH POLITICS I (POLI101)
Credits: 15 / Semester: semester 1
The module is designed to introduce key elements of British Politics in terms of political parties, voting behaviour and elections, ideologies and key aspects such as gender and media.

BRITISH POLITICS II (POLI102)
Credits: 15 / Semester: semester 2
This introductory politics module focuses on the distribution of power in Britain and the nature of the British state. It outlines the traditional conception of the British political system as the 'Westminster Model' and considers the implications of this model for how democracy is conceived and how political power is mobilised, in whose interests and with what consequences, primarily in the UK but also in former British colonies and dependencies. The module examines the various component parts of the British political system including the Prime Minister and Cabinet, Parliament, the judiciary, the civil service, regional and local government and devolved institutions, from both a constitutional and political-sociological perspective. It also assesses the emerging impact of Brexit on the UK political system and for the distribution of political power within it, including consideration of the role of 'imperialist imaginaries' in shaping discussion of the UK's post-Brexit future. The module assumes no prior knowledge of the British political system or the particular issues under consideration.

COMMUNICATION, CULTURE, AND MEDIA ANALYSIS B (COMM112)
Credits: 15 / Semester: semester 2
This module will give students foundational knowledge about ways that communication, media, and culture can be systematically and critically analysed: students will learn about key concepts and theories from the field of media and communication studies and about how these are applied as tools for analysis. The module offers examples of the craft of social scientific and anthropological research, as well as cultural studies. These will be analytical approaches that students can subsequently use in the course of their studies.

COMPARATIVE POLITICS (POLI107)

Credits: 15 / Semester: semester 2

How does politics function in a globalised world? What explains cross-country and cross-time differences in political institutions, behaviour and outcomes?

This module provides an introduction to Comparative Politics by focusing on key concepts and contemporary issues affecting democracies, hybrid regimes and (to a lesser extent) authoritarian regimes across the world. It introduces students to basic debates around the democracy, its causes and consequences, the crisis of the nation state, institutional configurations and their effects, political parties, nationalism and regional integration. The module also introduces the idea of the comparative method and how to apply it to the study of different countries. Teaching is based on a combination of theoretical and empirical perspectives, using case-studies as illustration throughout the module.

DIGITAL AND SOCIAL MEDIA (COMM114)

Credits: 15 / Semester: semester 2

This module will provide a broad introduction to digital communication and social media as an object of study. It will facilitate students in thinking about the role of the internet, digital platforms and social media apps and their role in culture, society and democracy. It will firstly ask what is different about digital and social media compared to more traditional media, and pose the question of whether we need new tools and ways of thinking in relation to these newer media. It will then introduce several topics and case studies to allow students to think about the role and potential influence the rise of these tools may or may not have had on society.

FOUNDATIONS IN POLITICS (POLI109)

Credits: 15 / Semester: semester 1
This module provides students with a critical introduction to a number of political concepts such as power, the state, legitimacy of sovereignty and gender through engaging with political thinkers such as Weber, Dahl, Tilly, Hooks and Rousseau. It also aims to establish a grounding in a number of areas that will benefit the students in the academic study of politics. For example, essay writing, debating in seminars, and an introduction to academic research. In so doing the module develops on the skills gained at A-level to ensure students are fully prepared for degree level study in Politics. Principally this will be accomplished through interactive lectures and seminars, as well as detailed feedback on their assessments. This module provides students with the tools they require to master different forms of assessment and course work. It also lays the foundations for the development of research confident students by making them active learners with a responsibility for their own academic study.

INTRODUCTION TO COMMUNICATION AND MEDIA STUDIES B (COMM102)

Credits: 15 / Semester: semester 1

This module will introduce students to foundational knowledge in the field of communication and media studies. Students will learn how communication practices and media technologies have developed historically and their relevance for social, political and economic changes, as well as learning about the development of Communication and Media as a broad and diverse academic field. The module familiarises students with different theoretical perspectives both historical and contemporary.

MEDIA INDUSTRIES AND INSTITUTIONS B (COMM110)

Credits: 15 / Semester: semester 1

This is an introduction to issues and concepts surrounding media and communication industries and institutions. The module gives students exposure to core and current debates and issues such as the political economy of media, relations with power and regulation, and processes of globalisation, digitalisation and conglomeration. Students will learn about creative roles and the practices and lived experiences of professional media workers, including the process of conceiving and developing media texts. Successful students will be able to critically consider media and communication studies with an emphasis on its industries and institutions.

Programme details and modules listed are illustrative only and subject to change.

YEAR TWO

You will take two compulsory modules focusing on developing research skills in the field of Communication and Media, and choose six optional modules.

SOTA260 is compulsory for students taking the Year in Industry pathway.
COMPULSORY MODULES

COMMUNICATION AND MEDIA RESEARCH I (COMM207)

Credits: 15 / Semester: semester 1

This module will enhance students' understanding of academic research in the field of communication and media studies. It is the first of a series of two modules that will equip students with the skills and techniques needed to analyse, execute, interpret, and present academic research. The module will also prepare them for advanced academic projects such as their final-year projects/academic dissertations. This module will introduce students to the basics of academic research – from the key elements in a research study to the difference between primary and secondary, and quantitative and qualitative research. Students will be taught how to write literature reviews and what ethical considerations to bear in mind when designing a research study.

COMMUNICATION AND MEDIA RESEARCH II (COMM208)

Credits: 15 / Semester: semester 2

This module will enhance students' understanding of academic research in the field of communication and media studies. It is the second of a series of two modules that will equip students with the skills and techniques needed to analyse, execute, interpret, and present academic research. The module will also prepare them for advanced academic projects such as their final-year projects/academic dissertations. This module will introduce students to specific research methods such as quantitative and qualitative approaches to the study of media audiences and producers such as surveys, interviews, focus groups, ethnography as well as archival research and digital research. Students will also be taught how to formulate research questions, what makes a good student dissertation/final year project and how to communicate their research. They will then be required to prepare research proposals for their final year projects/dissertations, which they will be asked to present at an end-of-year conference.

OPTIONAL MODULES

AMERICAN POLITICS AND SOCIETY (POLI205)

Credits: 15 / Semester: semester 1

This module examines the governing institutions and processes associated with the US federal government, and how these interact with core linking institutions and structures of society to create what is understood as the American political process.

ASPECTS OF MEDIA AND POLITICS (POLI208)

Credits: 15 / Semester: semester 2
The module covers the media’s relationship to politics, with a particular (but not exclusive) focus on Britain. It touches on the political, economic, moral and legal contexts in which journalists cover politics, and looks at how subsequent coverage relates to citizen’s attitudes and to democratic politics. The module deals with a range of key topics, such as ‘the economy’, ‘climate change’ and ‘Europe’. Students should, as a result, get a rounded appreciation of the media’s role in contemporary society and politics. The module is delivered via a standard lecture and tutorial format.

**BRITISH PARTY POLITICS (POLI239)**

Credits: 15 / Semester: semester 1

This module aims to develop students’ knowledge of British political parties and the party system within which they operate. It explores questions and issues surrounding party structure and organisation, electoral strategy, party ideology and the socio-historical contexts which lead to the rise of certain types of parties rather than others.

**CONTEMPORARY POPULIST POLITICS: BRITAIN IN COMPARATIVE PERSPECTIVE (POLI223)**

Credits: 15 / Semester: semester 2

In recent years, there has been a dramatic rise in support for populist political parties and movements, on both the right and the left of the political spectrum, across a large number of western democracies. This module examines the growth of populist politics in Britain, represented primarily by UKIP and the 2016 Brexit referendum, placing these developments in a comparative international perspective. It examines the distinctive features of populist movements, considers the distinctive national conditions and common global factors that have spawned them, and considers the implications for the future of party politics and representative democracy. In addition to Britain, the module includes case studies of populist politics in a range of countries internationally.

**FEMINIST MEDIA STUDIES: TEXTS AND AUDIENCES B (COMM206)**

Credits: 15 / Semester: semester 1

This module introduces students to feminist media studies: they will become familiar with key concepts and debates relating to gender, with reference to a range of media, as well as thinking about how we conceptualise media audiences. Students will consider the gendered nature of representations as well as various media cultures; the intersection of gender with, for instance, race, class, and sexuality; and sites of/for audience participation, ‘prosumption’ and the resistance of normative ideals.

**GENDER AND FEMINIST POLITICS: CORE CONCEPTS AND THEORIES (POLI257)**

Credits: 15 / Semester: semester 1
This module will introduce core concepts in contemporary gender politics – including feminist theoretical understandings of power, agency, institutions, citizenship and the state. Gender and feminist politics will be explored more deeply by engaging with intersecting identities and current theories of the concept ‘woman’. Concepts will be illustrated with real world, contemporary case studies (for example, gender based violence and reproductive rights) and also consider non-traditional forms of political engagement including activist organising. The module will encourage students to critically engage with topics through popular culture, media sources, films, books and podcasts and reflection on their own experience. Research and presentation skills will be developed through coursework assessment.

**GLOBAL NEWS, MEDIA AND WAR (COMM213)**

**Credits:** 15 / **Semester:** semester 2

The media are now central to any discussion of contemporary war and conflict while global news reporting is supposedly in decline. How can we understand the interplay between global news, media and war in the context of rapidly evolving communication technologies and journalistic practices? This module explores the broader context of global news focusing on media in different parts of the world and the way they report on global issues. It considers the professional practice of foreign reporting and the challenges that notions of ethics, objectivity and attachment present for journalists. Then it engages with both the responses of states, including the use of media management and persuasion, and those of audiences who are often conflicted in reaction to distant conflict. The module concludes with an investigation of specific wars of recent years and a look at the future of reporting war and beyond.

**POLITICAL COMMUNICATION AND PUBLIC SPEAKING (POLI252)**

**Credits:** 15 / **Semester:** semester 1

This is the first module offered to second year undergraduate students to examine the process of political speech and its impact upon the quality of democratic discourse. The module will scrutinise the kind of audiences political figures face, issues of freedom of speech, the development of authentic political rhetoric, the advancement of ideological perspectives, the impact of political manipulation through concepts such as ‘fake news’, and also the process of delivering political speeches.

**POLITICS IN ACTION (POLI200)**

**Credits:** 15 / **Semester:** semester 2

This module provides an opportunity for students to gain credit from experience acquired in a placement, usually off campus, and outside their immediate academic context, in a setting that matches their academic and possible career/industry interests. During this placement students will have the chance to develop materials and/or undertake tasks within a practical or vocational context; to apply academic knowledge from their degree, and to develop their personal and employability skills within a working environment. Students will also be encouraged to critically reflect on their time on their placement, and tie their experiences into a broader theoretical understanding of what constitutes ‘politics’.
POLITICS OF STATE HEGEMONY (POLI217)

Credits: 15 / Semester: semester 2

This module introduces students to the practices of state hegemony. It uses cases studies to introduce key debates regarding how state hegemony is practiced via censorship, state vetting, detention and torture, purging of political dissent and large-scale exclusion of those deemed to be a ‘danger’ to the state form public sector employment. There is a focus on developing students understanding of regime development, human rights abuse, state hegemony through law and the reproduction of state power. This module will operate through three case studies 1) post conflict criminalisation of conflict related prisoners in Northern Ireland 2) Laws of de-Ba’athification in Iraq 3) Lustration policies in Turkey. No advanced statistical skills are required.

PROFESSIONAL AND CAREER DEVELOPMENT (SOTA260)

Credits: 15 / Semester: semester 1

The module aims to prepare students for a smooth transition into a work placement year and, more broadly, to develop lifelong skills, attitudes and behaviours and support students in their continuing professional development. This will help students lead flexible, fulfilling careers working as a professional in their field, and enable them to contribute meaningfully to society.

PUBLIC RELATIONS CULTURES AND WRITING PRACTICES B (COMM240)

Credits: 15 / Semester: semester 1

This module will explore theoretical perspectives on Public Relations cultures and the professional practice of writing for the media, a key skill within and beyond PR. Students will develop understanding of what it means to be a creative professional in the PR or media writing industries by learning to organise their time effectively, produce work to specific briefs, work effectively in teams, allocate work equitably and monitor their progress.

SELF, SOCIETY AND MEDIA (COMM236)

Credits: 15 / Semester: semester 1

Understandings of the self and the individual are the product of the shifting social, cultural and technological spaces that both define and destabilize the worlds we inhabit and which make us ‘who we are’. Taking, as its starting point, the interface between the individual and society in the media age, this module explores the way selfhood and identity is constructed, consumed and regulated, and considers the impacts of digital cultures and technologies on the ‘mediatisation of the self’ in a globalising world. The module is organised around four thematic blocks of lectures. Combining these interrelated approaches to media, self and society, the module offers a detailed survey of contemporary issues and debates on selfhood and identity in a global media age.

UK GENERAL ELECTIONS AND REFERENDUMS SINCE 1945 (POLI204)
Credits: 15 / Semester: semester 1

This module introduces students to the study of elections and voting behaviour. It uses post-war British elections and referendums as the focal point for introducing key political science debates about voting and party competition and as a context for analysing political change in Britain. In place of seminars, students attend required data lab sessions, in which they are taught quantitative skills (e.g. t-test, Chi-Square test, statistical correlation, linear regression) through the analysis of key election datasets (e.g. vote shares, opinion polls, election surveys, candidate spending) in guided PC sessions. These sessions involve the use of both Excel and SPSS software and students will need to be confident in their ability to undertake basic mathematical procedures and to learn introductory statistical methods.

UNDERSTANDING DOCUMENTARY (COMM282)

Credits: 15 / Semester: semester 2

Besides introducing you to a variety of remarkable and sometimes rare documentary texts, this module examines the key purposes, forms and approaches employed at different moments in the history of documentary, how documentary represents the “real world”, and notions of “truth”, ethics and audience engagement. The module also focuses on how documentary form and content can be analysed.

Programme details and modules listed are illustrative only and subject to change.

FINAL YEAR

You will take half of your modules in Communication and Media, and the other half in Politics.

You must take one (and only one) of the following modules: COMM335, COMM342, COMM401, or SOTA300.

OPTIONAL MODULES

COMPARATIVE VOTING BEHAVIOUR (POLI322)

Credits: 15 / Semester: semester 1
This module discusses classic and current topics of electoral politics from an international comparative perspective. It adopts a heterodox approach to voting behaviour, simultaneously covering rational, socio-structural and psychological explanations. Sessions are structured thematically, with cases of specific countries and parties being used as illustration. Attention to the effect of context is therefore drawn upon in relation with the different topics covered in each session. Among the themes covered by the module are class voting, issues and economic voting, ideology, partisanship, leaders and campaigns, and the impact of gender, religion, ethnic background, national identity and age on voters' behaviour in Western democracies and beyond. The module will also cover the electoral support of non-mainstream parties, including the radical left, the radical right and Green parties. The focus of the module is both theoretical and empirical. Each week, a particular topic will be introduced in a lecture and this topic will be explored further by analysing real survey data during the PC sessions using SPSS. Quantitative training is therefore provided covering different types of univariate and bivariate analysis. The module is highly recommended for students interested in elections and voters, as well as those who have taken modules with a focus on data analysis in the past. Previous statistical training is not required to take this module.

**DISSERTATION (COMM401)**

**Credits: 30 / Semester: whole session**

A dissertation is a self-contained piece of original research. It is your chance to study a topic that interests you in depth, guided by a member of the Department's academic staff who will act as a supervisor for your research. While it is not expected that the dissertation will achieve the standard of a published article, a general idea of the length, format and style of presentation envisaged can be obtained by scanning academic articles in the area that the dissertation will deal with. In terms of presentation, dissertations must be word-processed, double spaced and bound.

**DISSERTATION SEMESTER 1 (COMM403)**

**Credits: 30 / Semester: semester 1**

A dissertation is a self-contained piece of original research. It is your chance to study a topic that interests you in depth, guided by a member of the Department's academic staff who will act as a supervisor for your research. While it is not expected that the dissertation will achieve the standard of a published article, a general idea of the length, format and style of presentation envisaged can be obtained by scanning academic articles in the area that the dissertation will deal with. In terms of presentation, dissertations must be typed, double-spaced and bound. This version of the dissertation module will be studied wholly in semester 1.

**DISSERTATION SEMESTER 2 (COMM404)**

**Credits: 30 / Semester: semester 2**
A dissertation is a self-contained piece of original research. It is your chance to study a topic that interests you in depth, guided by a member of the Department’s academic staff who will act as a supervisor for your research. While it is not expected that the dissertation will achieve the standard of a published article, a general idea of the length, format and style of presentation envisaged can be obtained by scanning academic articles in the area that the dissertation will deal with. In terms of presentation, dissertations must be typed, double-spaced and bound. This version of the dissertation module will be studied wholly in semester 2.

**ENVIRONMENTAL COMMUNICATION: POLITICS, SCIENCE, ACTIVISM, AND THE MEDIA (COMM304)**

**Credits: 15 / Semester: semester 1**

Global heating, deforestation, natural disasters, mass extinction of wildlife – the world is currently facing extraordinary environmental degradation that increasingly affects people’s daily lives and our common future on this planet. At the same time, the veracity of these issues as well as questions of remedies are being heavily contested. It is the news media and social media platforms where viewpoints are promoted, exchanged, discussed and the battle for dominant issue interpretations is fought. In this module, students will learn about the most salient fault lines of mediated environmental discourse. Who are the stakeholders that engage in environmental debates and what are their arguments? What are the challenges for journalists and other content providers in communicating complex environmental issues to their respective audience? And what do we know about the short and long term effects of different forms of communication and sometimes widely differing arguments and narratives? Students will develop the knowledge and analytical skills to be able to tackle these issues via their own theory-driven and empirical work.

**FINAL YEAR PROJECT (COMM335)**

**Credits: 30 / Semester: whole session**

This module will provide students with the opportunity to work on a final year project. The nature of the project will be negotiated between the students and their supervisors. It might include: working on live academic research projects or working on live projects in collaboration with academic staff and external partners or working on practical outputs related to a specified (research) task.

**FROM THE IRA TO ISIS: UNDERSTANDING POLITICAL VIOLENCE IN THE CONTEMPORARY WORLD (POLI324)**

**Credits: 15 / Semester: semester 1**

This module aims to acquaint students with terrorism and counter-terrorism in today’s world. It starts by examining key concepts, theories, and history and then moves on to looking at a range of issues that have been the subject of particular debate, such as whether terrorism works, whether there are regularities in how campaigns end, and the necessity and contributions of literature on ‘Critical Terrorism Studies’. The module concludes by looking at whether we are at the end of the religious wave of terrorism and what we might expect to occur next.
IDENTITY IN CONTEMPORARY INTERNATIONAL POLITICS (POLI332)
Credits: 15 / Semester: semester 2
The principal aim of this module is to analyse the political significance of identity (national and ethnic) in international politics. Module deals with cultural diversity, the role of the nation-state, migration, ethnic conflict, diasporas and the European Union.

INTRODUCTION TO STRATEGIC COMMUNICATION (COMM312)
Credits: 15 / Semester: semester 2
This module offers students an introduction to study of strategic communication, seen as an interdisciplinary field of research and professional practice. Students will familiarise themselves with key concepts for critical understanding and analysis of how organisations communicate strategically in social contexts. The teaching content combines theories and case studies which relate to strategic communication phenomena in different sectors (e.g. business, politics, non-profit). Assessment is based on an essay and a group project.

MEDIA AND CAMPAIGNING (COMM302)
Credits: 15 / Semester: semester 1
This module explores the role of the media during electoral and other campaigns. It explores the relationships between media, politics and the democratic process. We will study the evolution of the electoral campaign and changes to the form and content of campaigns might have impacted broader democratic concerns. We consider some of the key concepts and theories which seek to conceptualise the communication and mediatisation of public and political mechanisms. We will assess whether campaigns matter, whether the system put in place to oversee campaigns is fit for purpose, and how well the media report on and scrutinise campaigns.

MEDIA AND HUMAN RIGHTS (COMM317)
Credits: 15 / Semester: semester 1
The module studies human rights through the lens of the media in order to critically understand the changing nature of human rights’ representation and the role media play in representing and responding to critical human rights issues. It explores the interconnections between media and human rights focusing on media and human rights theory, policy and practice and exploring both historical developments and contemporary issues. In particular, the implications of the global media in the current information age for a range of key human rights’ issues are analysed. Among the issues that will be reviewed are terrorism and war on terror, freedom of speech, human trafficking, asylum and immigration, torture and genocide, humanitarian intervention.

MEDIA, POLITICS AND CLIMATE CHANGE (POLI345)
Credits: 15 / Semester: semester 2
The module will look at the manner in which a range of media engage with climate change and energy security, and the political and social implications that follow. Students should achieve an understanding of the context of coverage (including the science, the surrounding political environment, and journalistic practice). They should also be able to understand the principal features of coverage (and their impact), and the political implications that follow.

The module will be delivered via lectures, workshop–tutorials, and online tutorials. It will be assessed by exam, short essay and a student’s performance in a presentation undertaken in a group alongside other students.

**NEWS MEDIA AND SOCIETY (COMM301)**  
Credits: 15 / Semester: semester 2

This module examines the concept of news and how it is constructed. Students will be introduced to key debates related to the historical development of journalistic norms and ideals such as the rise of objectivity and impartiality. The module also considers key theories which help to explain how news is produced such as ‘news values’ and ‘agenda-setting’ and furthermore, the potential implications for audiences as citizens. The module will also consider the future of journalism in a digital age, examining the challenges of producing news in times of declining revenue and the rise of the Internet and social media platforms.

**POLITICAL BROADCASTING (RADIO) (POLI339)**  
Credits: 30 / Semester: whole session

This module will involve students producing and presenting a weekly politics and current affairs programme (The Politics Hour). Over the course of a full academic year, students will work in programme teams to plan and present regular one hour broadcasts and linked web and social media content. Within each team, students will rotate key roles (as researchers, reporters, presenters, producers, editors and social media managers). There will be no formal teaching. Instead, students will ‘learn by doing’ by participating in weekly editorial meeting, in the production of each show and in structured peer feedback and self reflection exercises. The learning process aims to replicate a ‘real world’ broadcasting environment and this approach will be reflected in the use of ‘authentic’ assessment tasks. Students will be required to produce a range of audio and written outputs and will also be assessed, in part, on their ability to work successfully in teams. Reflective learning will also require students to engage in ongoing review of professional, mainstream radio broadcasts and to undertake recommended reading to support the development of their broadcasting skills. The module will be particularly suited to students keen to pursue a career in political journalism. However, it will furnish all participants with a wide-range of transferable skills designed to enhance their employability, including communication, team-working and problem-solving skills, by facilitating the application of academic subject knowledge gained on the degree programme as a whole in a ‘real world’ and ‘real time’ context.

**POLITICS AND THE BRAIN (POLI346)**  
Credits: 15 / Semester: semester 2
This will be the first module offered to third year undergraduate students and to students from the Europe and the World MA programme to examine whether and how psychological factors and health problems influence citizens’ political perceptions, attitudes and behaviour. Drawing from psychology, neuroscience and political behaviour, the module is strongly interdisciplinary and will scrutinise the relationships between politics and biology, personality, ideology, emotion, decision making, health, disability and mental health.

**POPULAR CULTURE, LANGUAGE AND POLITICS (COMM318)**

**Credits: 15 / Semester: semester 1**

The module explores how popular culture can be political by examining a range of popular cultural commodities discursively. The module surveys a range of views on how to examine popular culture in order to contextualise discourse analysis. This is examined and then used to critically consider the political potential of popular culture. Successful students will be able to critically analyse a range of popular cultural commodities such as film, television programmes, digital popular culture, popular music and the tabloid press. The module is delivered in the forms of lectures and more hands on analysis during seminars. Students are assessed by an essay, which is an analysis of a popular culture commodity.

**SCHOOL OF THE ARTS WORK PLACEMENTS MODULE (SOTA300)**

**Credits: 30 / Semester: whole session**

This module is an opportunity for you to undertake a placement in a setting which matches your academic and possible career/industry interests, develop materials and/or undertake tasks within a practical or vocational context, apply academic knowledge from your degree, and develop your personal and employability skills within a working environment. SOTA300 is not open to students who have taken SOTA600.

**THE MEDIA, THE INTERNET AND POLITICAL SCIENCE (POLI319)**

**Credits: 15 / Semester: semester 1**

The module will cover a range of contemporary mass media and their role in the power structures of British society. Students should achieve an understanding of the mechanisms by which power is (or is not) exerted through and by the mass media; which models of power distribution are most plausible in this context; and which case studies best exemplify the mechanism at work (including mediation of protest; political mobilisation via the web; public relations and spin practices; and the phone hacking affair). The module will be delivered via lectures and workshops, and will be assessed by exam, short essay and a student’s performance in a presentation undertaken in a group alongside other students.

**THE THEORY AND PRACTICE OF RHETORIC IN BRITISH POLITICS (POLI323)**

**Credits: 15 / Semester: semester 2**
This is the first substantive module in the UK to examine the rhetoric of British political parties at Undergraduate level. It roots its theories and methods in the classical schools of rhetorical analysis, alongside developing a more contemporary understanding of discourse analysis. This module will enable students to think critically about the political message, how it is constructed, and delivered to a range of audiences.

**VIRAL VIDEO (COMM342)**

**Credits: 30 / Semester: whole session**

This module offers students a blend of theoretical knowledge and practical production skills enabling the design, production and marketing of ‘viral videos’. Students develop their own creative practice and take a highly active role in designing, presenting and producing their own videos, and promoting them through video-sharing and social media networks.

Viral videos are an important and rapidly evolving cultural phenomenon. As yet there is little consensus on a definition but essentially they are videos that gain popularity by being shared and recommended through online and offline sharing and recommendations (France et al 2016: 20).

The module is aimed at students considering a career in digital communications, public relations and corporate, political and third sector communications.


**WORK PLACEMENT YEAR (SOTA600)**

**Credits: 120 / Semester: whole session**

This is an opportunity to spend the third year of your studies working as part of your degree programme. The placement year is not just about gaining work experience, it is also about deepening your academic understanding in your subject. Whatever modules you have taken previously, your prior studies in Years 1 and 2 will have given you some appreciation of general issues and theoretical concerns in your subject area. Your placement will give you some real-world experience against which to compare that academic knowledge. The experience will in turn inform your studies in your final year, providing you with material to discuss in such modules as the Independent Project or the Dissertation. You will have the opportunities to learn and practise a range of intellectual, interpersonal and technical skills relevant to your chosen industry. You will be encouraged to think creatively and to develop skills in adapting and responding positively to changing circumstances. Ultimately, your academic learning will be enhanced in the final year of study through this opportunity to contextualise your studies in the workplace. Students who have taken SOTA600 are not allowed to take SOTA300.
**Communication and Media:** Weekly lectures and seminar discussions may be supplemented by screening sessions, presentations and opportunities for group work where appropriate. We regularly invite expert speakers and practitioners to speak to our students about their work. Some modules also make use of our specialist equipment or software.

Dissertation and work placement modules involve more independent study, but always under the careful individual supervision of a member of academic staff.

**Politics:** Research-connected teaching is initiated in the first year with introductions to quantitative, qualitative, theoretical, and critical methodologies, which are then embedded in second- and final-year modules so that students can evaluate and apply the methodologies to construct their own analyses. Though our lectures are interactive, our seminars, workshops, computer lab sessions, dissertations, and placements form the core of our active learning approach.

**HOW YOU’RE ASSESSED**

**Communication and Media:** We are committed to using a range of different forms of assessment, so types of assessment vary widely from module to module. Depending on your choice of modules, these may include coursework projects, essays, blogs, reports, literature reviews, writing exercises, presentations, online tests and unseen examinations.

**Politics:** We use a rich variety of assessment methods to develop students’ various skills. Essays, exams, and presentations enable to students to practice core academic writing and speaking skills, while innovative assessments such as blog posts, reflective logs, group projects, podcasts, radio broadcasts and speeches expand our authentic assessment, enabling students to deploy transferable skills in various formats. Digital fluency is also developed in different ways, including sourcing relevant material, using online learning platforms and tools, producing audio and visual materials, word processing and statistical analysis.

**LIVERPOOL HALLMARKS**

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.
Careers and employability

Employability is incorporated throughout the programme, including within modules, through ‘real world‘ assessment methods and at tailored events. You’ll develop a variety of transferrable skills, such as critical thinking, problem solving, written and verbal communication, teamwork, confidence and digital fluency; and you’ll have opportunities to undertake a relevant work placement or your own independent research.

Graduates of both subjects have gone on to careers including broadcasting, journalism, social media, advertising and marketing, corporate communications and public relations, arts administration, political campaigning (including political parties, trade unions and charities), management, government, NGOs, charities, and the civil service, as well as teaching in universities, colleges and schools.

PREPARING YOU FOR FUTURE SUCCESS

At Liverpool, our goal is to support you to build your intellectual, social, and cultural capital so that you graduate as a socially-conscious global citizen who is prepared for future success. We achieve this by:

• Embedding employability within your curriculum, through the modules you take and the opportunities to gain real-world experience offered by many of our courses.
• Providing you with opportunities to gain experience and develop connections with people and organisations, including student and graduate employers as well as our global alumni.
• Providing you with the latest tools and skills to thrive in a competitive world, including access to Handshake, a platform which allows you to create your personalised job shortlist and apply with ease.
• Supporting you through our peer-to-peer led Careers Studio, where our career coaches provide you with tailored advice and support.
Fees and funding
Your tuition fees, funding your studies, and other costs to consider.

TUITION FEES
Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support. Learn more about tuition fees, funding and student finance.

<table>
<thead>
<tr>
<th>UK fees</th>
<th>All are applies to Channel Islands, Isle of Man and Republic of Ireland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time place, per year</td>
<td>£9,250</td>
</tr>
<tr>
<td>Foundation year fee</td>
<td>£5,140</td>
</tr>
<tr>
<td>Year in industry fee</td>
<td>£1,850</td>
</tr>
<tr>
<td>Year abroad fee</td>
<td>£1,385</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>International fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time place, per year</td>
</tr>
</tbody>
</table>

Following the foundation years, standard course fees apply. Fees stated are for the 2023-24 academic year.

ADDITIONAL COSTS
We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the additional study costs that may apply to this course.
SCHOLARSHIPS AND BURSARIES

We offer a range of scholarships and bursaries to help cover tuition fees and help with living expenses while at university.

Scholarships and bursaries you can apply for from the United Kingdom

Select your country or region for more scholarships and bursaries.
# Entry requirements

The qualifications and exam results you’ll need to apply for this course.

<table>
<thead>
<tr>
<th>Your qualification</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>About our typical entry requirements</strong></td>
<td></td>
</tr>
<tr>
<td>A levels</td>
<td>ABB</td>
</tr>
<tr>
<td></td>
<td>Applicants with the Extended Project Qualification (EPQ) are eligible for a reduction in grade requirements. For this course, the offer is <strong>BBB</strong> with an <strong>A</strong> in the EPQ. You may automatically qualify for reduced entry requirements through our <a href="#">contextual offers scheme</a>.</td>
</tr>
<tr>
<td>GCSE</td>
<td>4/C in English and 4/C in Mathematics</td>
</tr>
<tr>
<td>BTEC Level 3 National Extended Diploma</td>
<td>BTEC applications are encouraged. We evaluate each BTEC application on its merits and may make offers at DDM.</td>
</tr>
<tr>
<td>International Baccalaureate</td>
<td>33 points, with no score less than 4</td>
</tr>
<tr>
<td>Irish Leaving Certificate</td>
<td>H1, H2, H2, H2, H3, H3</td>
</tr>
<tr>
<td>Scottish Higher/Advanced Higher</td>
<td>ABB in Advanced Highers, combinations of Advanced Highers and Scottish Highers are welcome</td>
</tr>
<tr>
<td>Welsh Baccalaureate Advanced</td>
<td>Accepted including two A levels at BB.</td>
</tr>
</tbody>
</table>
### Your qualification

<table>
<thead>
<tr>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>About our typical entry requirements</td>
</tr>
</tbody>
</table>

**Access**

Applications considered. Pass Access with 30 Level 3 credits graded at Distinction and 15 Level 3 credits graded at Merit.

**International qualifications**

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the University of Liverpool International College, means you’re guaranteed a place on your chosen course.

### ALTERNATIVE ENTRY REQUIREMENTS

- If your qualification isn't listed here, or you're taking a combination of qualifications, [contact us](#) for advice
- [Applications from mature students](#) are welcome.

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**THE ORIGINAL REDBRICK**

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