Media, Data and Society  BA (Hons)

COURSE DETAILS
- A level requirements: ABR
- UCAS code: P3L9
- Study mode: Full-time
- Length: 3

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

Course overview
The BA Media, Data and Society is a forward-looking programme that combines standard approaches to studying the media with computational and data-driven methods to address the growing role of data and algorithms in society.

This is a new programme and is subject to formal university approval.

INTRODUCTION
The programme includes a range of core and optional modules spanning topics such as political media, screen media and public relations. In the second and final years, the modules will provide you with more specialist skills, including a critical understanding of digital media, data, and artificial intelligence, and hands-on technical experience in computer programming, data science, and data visualisation. There is also the opportunity to undertake a Year in Industry as part of the degree, as well as other forms of industrial placement and international study.

Year in industry
This programme is available with an optional year in industry. If you choose this option, 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 field of study
- Transferable skills in critical, numerical, computational and digital methods, as well as in problem solving
- Detailed knowledge of media forms and practices
- A range of critical, analytic and technical skills

- Detailed understanding of different theoretical frames of reference
- Familiarity with contemporary debates around the use of digital data in society
- The ability to construct arguments and convey ideas effectively
- Effective communication and presentation skills
Course content
Discover what you’ll learn, what you’ll study, and how you’ll be taught and assessed.

YEAR ONE
Your first year consists entirely of compulsory modules, through which you will establish the foundation for the rest of your studies.

You will take 120 credits of modules in each year. If taking the year in industry option, your third year of study will be spent on placement.

COMPULSORY MODULES

COMMUNICATION, CULTURE, AND MEDIA ANALYSIS A (COMM111)
Credits: 30 / 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.

DIGITAL COMMUNICATION AND SOCIAL MEDIA (COMM113)
Credits: 30 / 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.

INTRODUCTION TO COMMUNICATION AND MEDIA STUDIES A (COMM101)
Credits: 30 / 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 A (COMM109)

Credits: 30 / 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 three compulsory modules, and choose four options.
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)
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**

**IMMERSIVE MEDIA AND VIRTUAL WORLDS B (COMM211)**

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

The second-year module Immersive Media and Virtual Worlds explores the histories, theories, and industries related to the production of immersive experiences, digital technologies and virtual realities and worlds. In particular, the module will focus on video games and cinema.

**MUSIC IN GAMING (MUSI273)**

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

This module examines the function and design of music in video games (including games-consoles, PCs, and smart-phone ‘apps’). It considers the historical development of music in gaming, the relationship between game-music and technological advance, and the role and function of music in different types of game (and how this dictates compositional choice). This is achieved via a combination of case-study analyses and engagement with appropriate literature and research. Delivery incorporates lectures, workshop/seminars, and directed activity. Assessment incorporates a discursive essay and a portfolio of case-study analyses. The module assumes the study and discussion of case-study examples, but is delivered and assessed in a manner which does not require technical music skills (ie notational literacy or formal analytical method).

**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.
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.

SOUND, TECHNOLOGY, AND SOCIETY (MUSI241)

Credits: 15 / Semester: semester 2

This course examines the ongoing relationship between technological development, popular music and the cultures which surround it. Students are introduced to major perspectives on popular music and technology in order to examine social, aesthetic and historical issues.

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

FINAL YEAR

Your final year of study consists of entirely optional modules, although you must take one of the Capstone modules (see below).

You must take one – and no more than one – of the following: COMM335, COMM342, COMM401, SOTA300.

OPTIONAL MODULES

DIGITAL CULTURES IN THE AMERICAS (HISP348)

Credits: 15 / Semester: semester 1

This module explores the archiving, appropriation and distribution of non-mainstream moving and still images in and about the Americas, with a particular focus on Latin America. It examines a range of interactive processes with online content creation from social, institutional and personal perspectives and considers issues of archival policy, the ethics of re-appropriation and the connection between the amateur and professional and the public and private spheres.

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.

**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.

**GAMES AND ALGORITHMIC CULTURE (COMM309)**

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

Games and Algorithmic Culture investigates how videogames are responding and contributing to the current technological and cultural changes in the use of AI, data mining, procedurally generated content, metrics and automation. The module provides a fundamental knowledge of the videogame industry and its new markets and trends, such as eSports, live streaming, independent productions, casual and mobile gaming. It explores how these new social, cultural, and aesthetics trends of game culture are framed around a broader algorithmic culture that pervades our contemporary technics of digital production and distribution. The module will enable students to understand the specificity of games as new media, to critically analyse the technical, economic and social factors that frame contemporary digital culture, and identify areas of intervention within the global entertainment industry.

**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.

**ISSUES IN PHOTOGRAPHY (COMM323)**

**Credits:** 15 / **Semester:** semester 2
Investigating both early and contemporary photography, this module examines the role photography plays in remembering private and public events, particularly those that test the limits of visual representation. It will unpack contemporary debates among photographers, journalists and art historians on topics such as photographing suffering and the relationship between photography, affect and emotions. We will discuss the difference between analogic photography and digital photography; ID pictures and family photos; artistic photography and journalistic photography; and personal and public pictures. Students will also learn to read, discuss and critically write about how the different components of a photograph (such as framing, montage, lighting and materiality) serve as a tool of expression and means to interpret events.

**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.

**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.
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.

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.


HOW YOU’LL LEARN

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.

**HOW YOU’RE ASSESSED**

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.

**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 via an optional year in industry. Many of our modules seek to develop practical skills – such as media writing, blogging, analysis of social media data and video-making – alongside academic skills, and final year students have opportunities to undertake a relevant work placement or their own independent research.

Graduates of the Department of Communication and Media 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, and the civil service, as well as teaching in universities, colleges and schools.

Former graduates include a television documentary maker, a BBC Radio 1 DJ, senior journalists at local and national newspapers, a partner in a New York-based advertising company and the features editor of a music weekly.

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.

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<tr>
<th>UK fees</th>
<th>Also applies to Channel Islands, Isle of Man and Republic of Ireland</th>
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<tr>
<td>Full-time place, per year</td>
<td>£9,250</td>
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<tr>
<td>Year in industry fee</td>
<td>£1,850</td>
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<tr>
<td>Year abroad fee</td>
<td>£1,385</td>
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<th>International fees</th>
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<td>Full-time place, per year</td>
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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.

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<th>Your qualification</th>
<th>Requirements</th>
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<tr>
<td><strong>About our typical entry requirements</strong></td>
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| **A levels** | ABB  
Applicants with the Extended Project Qualification (EPQ) are eligible for a reduction in grade requirements. For this course, the offer is **BBB** with an **A** in the EPQ.  
You may automatically qualify for reduced entry requirements through our [contextual offers scheme](#). |
| **GCSE** | 4/C in English and 4/C in Mathematics |
| **BTEC Level 3 National Extended Diploma** | BTEC applications are encouraged. We evaluate each BTEC application on its merits and may make offers at DDM. |
| **Irish Leaving Certificate** | H1, H2, H2, H2, H3, H3 |
| **Scottish Higher/Advanced Higher** | ABB in Advanced Highers, combinations of Advanced Highers and Scottish Highers are welcome |
| **Welsh Baccalaureate Advanced** | Accepted including two A levels at BB. |
| **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.