

# 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: [31 January 2024](#)
- Starts: 23 September 2024

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## 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
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# 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 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.

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## 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 screen analysis, cultural analysis, and social scientific communication 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.*

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## **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.

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## **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 quantitative and qualitative research methods for the study of media texts, audiences and producers, continuing on from the semester 1 Research Methods module. These will include textual analysis, content analysis, thematic analysis, discourse analysis; 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.

## **OPTIONAL MODULES**

### **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.

## **POPULISM (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.

## **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 nation, state, family and the market. 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, critical thinking and presentation skills will be developed through coursework assessment.

## **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'.

## **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, MEDIA AND DIGITAL SOCIETY (COMM240)**

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

This module will explore theoretical perspectives on Public Relations, including critical perspectives on its role in media and digital society and the professional practice of promotional writing, a key skill within and beyond PR. Students will develop understanding of what it means to be a creative professional in the PR industries by learning to organise their time effectively, to produce work to specific briefs and to ensure attention to detail in the delivery of projects.

## **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.

## **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.



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

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

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.

## **THE POLITICS OF 'RACE' AND MARGINALISATION (POLI265)**

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

This module is designed to introduce second year undergraduates to issues surrounding racialization in comparative politics. It will locate 'race' as an enduring feature of access to power and look at critical race theory in relation to national (UK) and international politics. This module will enable students to develop critical thinking skills about the construction of 'race' and ethnicity and how this construction affects certain marginalised communities and precipitates particular modes of democratic engagement and disengagement, participation and resistance and privilege and disadvantage.

As of March 2022, this course was awarded a Fulbright Global Challenges Teaching Award (GCTA). The GCTA requires that a Liverpool class be adapted for co-teaching with a US counterpart as part of a virtual exchange. For 2022, POLI265 will be a COIL class. Collaborative Online International Learning (COIL) refers to a learning and teaching paradigm aimed at developing cross-cultural awareness through shared learning environments. This means that those who participate in this class will be now co-taught by journalism and creative media Professor George Daniels of the University of Alabama. They will now collaborate with and learn alongside an American cohort of students. The module will also now incorporate Professor Daniel's expertise on race, gender, and media.

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

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

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.

## **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.

## **AI AND DIGITAL MEDIA (COMM258)**

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

In this module, students will learn about Artificial Intelligence algorithms that influence the development of digital media systems and content. Students will critically address key questions around the social, political and economic consequences of online platforms’ use of AI systems and how they are or could be regulated.

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## **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.**

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## **OPTIONAL MODULES**

### **COMPARATIVE ELECTORAL BEHAVIOUR (POLI322)**

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

This module discusses classic and current topics of electoral politics from a comparative perspective. It adopts a heterodox approach to electoral behaviour, simultaneously covering rational, socio-structural and psychological explanations. Sessions are structured thematically, with cases of specific countries and parties being used as illustration. Among the themes covered by the module are class voting, cultural values, issues and economic voting, partisanship, leader and candidate evaluations, and the impact of gender, religion, ethnic background, ethno-national identity and age on voters' behaviour in advanced capitalist democracies and beyond. The module will also cover electoral support for nonmainstream parties, including the radical left, the radical right and Green parties.

The focus of the module is both theoretical and empirical. Each week, a new topic is introduced in a lecture and then explored further by analysing real survey data during the PC sessions using the statistical package SPSS. Quantitative training is provided as part of the module and covers different types of univariate and bivariate analysis. Previous statistical training is not a requirement.

The module is highly recommended for students interested in elections and voters and comparative politics, as well as those who have taken modules with a focus on data analysis in the past.

### **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.

## **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 national and ethnic identity in international politics. This involves the examination of the interrelationship between national identity, territory, sovereignty and democracy within the nation-state from historical and ideological perspectives, and in the context of current political developments. Module deals with cultural diversity, the role of the nation-state in international system, ethnic conflict, migration, diasporas, neo-nationalism 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 mediatization 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 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 1**

POLI346 is an interdisciplinary module in political psychology that combines basic statistical concepts and data analysis with SPSS with substantive content on biological, physiological, psychological, communication related, and health-related aspects of political behaviour. This is a challenging module that exposes students to high quality, to cross-disciplinary research largely based on quantitative methods, and to statistical inference. This means that the practical part of the module is divided between seminars and data lab sessions. In their assessments, students: engage in the hypothesis generation process; are tested on their understanding of data analysis and interpretation of findings based on quantitative research and substantive content; analyse data and produce a research note or short article, following the structure of short articles published in the leading journal American Political Science Review (including background, hypotheses, data, results and conclusions).

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

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

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.

France, S., Vaghefi, M. and Zhao, H. (2016) Characterizing viral videos: Methodology and applications. *Electronic Commerce Research and Applications* 19: 19–32.

## **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.

## **YOUNG PEOPLE AND THE MEDIA (COMM343)**

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

This module will explore the relationship between children, young people and the media with a focus on society and politics. It will provide an overview of the main historical debates and theories in the field. It will also focus on key processes such as socialisation and social identity. Students will be required to write a book chapter on one of the key module themes.



## **DISSERTATION (POLI401)**

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

This module involves students researching and producing a 8,000 to 10,000 word dissertation. It helps develop key skills such as autonomy, in-depth analysis and research design. Students are responsible for formulating their own research question and are encouraged to maintain a close relationship with their supervisor who will provide guidance and support throughout the module.

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## **HOW YOU'LL LEARN**

**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.

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# Careers and employability

This degree will open you to a myriad of jobs in media-related industries and you will have opportunities to undertake a relevant work placement or their own independent research. Many of our modules seek to develop practical skills – such as media writing, blogging, analysis of social media data and video-making.

Our graduates have gone on to careers including:

- 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
- broadcasting and journalism
- 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.

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# Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

## TUITION FEES

<b>UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)</b>	
Full-time place, per year	£9,250

  

<b>International fees</b>	
Full-time place, per year	£22,400

*Fees are correct for the academic year 2024/25*

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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## 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.

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## SCHOLARSHIPS AND BURSARIES

We offer a range of scholarships and bursaries to provide tuition fee discounts and help with living expenses while at university.

Check out our [Undergraduate Global Advancement Scholarship](#). This offers a tuition fee discount of up to £5,000 for eligible students starting an undergraduate degree from September 2024. There's also [the Liverpool Bursary](#) which is worth £2,000 per year for eligible students.

[Discover our full range of undergraduate scholarships and bursaries](#)

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# Entry requirements

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

<b>Your qualification</b>	<b>Requirements</b> <a href="#">About our typical entry requirements</a>
A levels	ABB  Narrowly missed the entry requirements on results day? <div style="border: 1px solid #ccc; padding: 5px; text-align: center;">If you've studied these subjects, we may take them into account.</div>
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.
International Baccalaureate	33 points, with no score less than 4
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.

<b>Your qualification</b>	<b>Requirements</b> <a href="#">About our typical entry requirements</a>
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 <a href="#">University of Liverpool International College</a> , means you're guaranteed a place on your chosen course.

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## 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.

**THE ORIGINAL**

**REDBRICK**