



Qualification type

BA (Hons)

Media and Culture

UCAS code P3T9

Entry requirements

A level: ABB

Study mode

Full-time

Duration

3

Start date and application deadlines

Apply by:

14 January 2026

Starts on:

28 September 2026

About this course

Drawing together perspectives from the arts, humanities and social sciences, the BA Media and Culture programme provides students with critical and interdisciplinary skills to analyse and navigate the complex entanglements of culture, media and everyday life in the contemporary world.

Introduction

The programme offers informed, critical and innovative approaches to the study of contemporary culture and media. You will study media and communications within their wider cultural context, preparing you to engage with the cultural sector and for careers in the cultural, arts and heritage industries. The programme also offers strong foundations for those wishing to pursue postgraduate studies in a wide range of fields.

On this course, media are not understood in isolation as channels for communication, but as practices embedded in institutions and in everyday experience. Because studying contemporary culture and media requires you to become familiar with a range of theories and methods, we introduce you to critical concepts and perspectives drawn from cultural studies, film and media studies, social and visual anthropology, sociology, cultural history, the visual arts, cultural geography and more. You can add to these interdisciplinary perspectives by choosing optional classes or modules from across the Department and Faculty.

Common first year

All of our single honours programmes share a [common first year](#) consisting of four compulsory modules, giving you the flexibility to change to another one of our programmes at the end of your first year.

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 interdisciplinary understanding of approaches to the study of contemporary culture and media
- Research skills and an understanding of research methodologies
- Critical thinking and analysis
- The ability to construct arguments and convey ideas effectively
- Independent learning
- Verbal and written communication and presentation, self-management, teamwork and problem-solving

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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 will consist entirely of compulsory modules, which will build the foundations of the rest of your degree.

In each year, you will take modules amounting to 120 credits.

Modules

Compulsory modules	Credits
COMMUNICATION, CULTURE, AND MEDIA ANALYSIS A (COMM111)	30
DIGITAL COMMUNICATION AND SOCIAL MEDIA (COMM113)	30
INTRODUCTION TO COMMUNICATION AND MEDIA STUDIES A (COMM101)	30
MEDIA INDUSTRIES AND INSTITUTIONS A (COMM109)	30

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

▼ Year two

You will take one optional module in semester 1, and three optional modules in semester 2.

- **SOTA260** is compulsory if you are taking the Year in Industry pathway.
- Year in Industry students cannot select any optional modules in semester 1 (apart from SOTA260), but can select three optional modules in semester 2.

Modules

Compulsory modules	Credits
COMMUNICATION AND MEDIA RESEARCH I (COMM207)	15
APPROACHES TO CULTURAL AND MEDIA STUDIES A (COMM252)	30
COMMUNICATION AND MEDIA RESEARCH II (COMM208)	15
Optional modules	Credits
GLOBAL NEWS, MEDIA AND WAR (COMM213)	15
PUBLIC RELATIONS, MEDIA AND DIGITAL SOCIETY (COMM240)	15
DIGITAL MEDIA AND DATA B (COMM245)	15
CONVERGED MEDIA AND SCREEN ENTERTAINMENT B (COMM251)	15
THE CINEMATIC CITY (FILM201)	15
WORKING IN MUSIC INDUSTRY (MUSI252)	15
PROFESSIONAL AND CAREER DEVELOPMENT (SOTA260)	15
GLOBAL HOLLYWOOD AND BEYOND: FROM THE MAINSTREAM TO THE MARGINS (COMM203)	15
FEMINIST MEDIA STUDIES (COMM206)	15
IMMERSIVE MEDIA AND VIRTUAL WORLDS (COMM211)	15
MEDIATING THE PAST (COMM256)	15
AI AND DIGITAL MEDIA (COMM258)	15
UNDERSTANDING DOCUMENTARY (COMM282)	15
SOUND, TECHNOLOGY, AND SOCIETY (MUSI241)	15

Optional modules

Credits

[MUSIC IN EVERYDAY LIFE \(MUSI291\)](#)

15

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

▼ Final year

You will take entirely optional modules.

- All of our students undertake a project involving their own sustained, research-based work in their final year, whether by taking the Dissertation module, collaborating on staff research, producing brief videos to client or by applying the skills you have learned by taking our Work Placement module.
- You must take one of **COMM335**, **COMM342**, **COMM401**, or **SOTA300**.

Modules

Optional modules

Credits

[MEDIA AND CAMPAIGNING \(COMM302\)](#)

15

[STARDOM AND MEDIA CELEBRITY \(COMM303\)](#)

15

[QUEER FILM, VIDEO AND DOCUMENTARY \(COMM305\)](#)

15

[GAMES AND ALGORITHMIC CULTURE \(COMM309\)](#)

15

[AESTHETICS \(PHIL316\)](#)

15

[PHILOSOPHY OF PLAY AND THE VIRTUAL \(PHIL343\)](#)

15

[CULT TELEVISION AND DIGITAL FANDOMS \(COMM300\)](#)

15

[INTRODUCTION TO STRATEGIC COMMUNICATION \(COMM312\)](#)

15

[POPULAR CULTURE, LANGUAGE AND POLITICS \(COMM318\)](#)

15

[ISSUES IN PHOTOGRAPHY \(COMM323\)](#)

15

[PROPAGANDA, POWER, AND PERSUASION \(COMM329\)](#)

15

[COMICS AND GRAPHIC NOVELS: MEMORY AND TRANSCULTURAL MOBILITY \(MODL326\)](#)

15

[CURATION AND HERITAGE \(MUSI353\)](#)

15

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

▼ Teaching and assessment

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.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

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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:

- Broadcasting and 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,
- 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

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year - £9,535

Year in industry fee - £1,850

Year abroad fee - £1,385 (applies to year in China)

International fees

Full-time place, per year - £24,100

Year in industry fee - £1,850

Year abroad fee - £12,050 (applies to year in China)

Fees are for academic year 2025/26.

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 paying for your studies.](#)

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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Entry requirements

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

Qualification	Details
A levels	
ABB	
T levels	
T levels considered in a relevant subject.	
Applicants should contact us by completing the enquiry form on our website to discuss specific requirements in the core components and the occupational specialism.	
GCSE	
4/C in English and 4/C in Mathematics	
Subject requirements	
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.	
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	
32 points overall with no score less than 4 or pass the IB Diploma plus 6,5,5 in 3 HL subjects.	
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	
B in the Welsh Baccalaureate, plus AB at A level.	
Access	
Applications considered. Pass Access with 30 Level 3 credits graded at Distinction and 15 Level 3 credits graded at Merit.	
International qualifications	
Select your country or region to view specific entry requirements.	
Many countries have a different education system to that of the UK, meaning your qualifications may not meet our direct entry requirements. Although there is no direct Foundation Certificate route to this course, completing a Foundation Certificate, such as that offered by the University of Liverpool International College , can guarantee you a place on a number of similar courses which may interest you.	

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a [majority English speaking country](#).

We accept a variety of [international language tests](#) and [country-specific qualifications](#).

International applicants who do not meet the minimum required standard of English language can complete one of our [Pre-Sessional English courses](#) to achieve the required level.

Qualification	Details
IELTS	6.5 overall, with no component below 5.5
TOEFL iBT	88 overall, with minimum scores of listening 17, writing 17, reading 17 and speaking 19. TOEFL Home Edition not accepted.
Duolingo English Test	125 overall, with speaking, reading and writing not less than 105, and listening not below 100
Pearson PTE Academic	61 overall, with no component below 59
LanguageCert Academic	70 overall, with no skill below 60
Cambridge IGCSE First Language English 0500	Grade C overall, with a minimum of grade 2 in speaking and listening. Speaking and listening must be separately endorsed on the certificate.
Cambridge IGCSE First Language English 0990	Grade 4 overall, with Merit in speaking and listening
Cambridge IGCSE Second Language English 0510/0511	0510: Grade B overall, with a minimum of grade 2 in speaking. Speaking must be separately endorsed on the certificate. 0511: Grade B overall.
Cambridge IGCSE Second Language English 0993/0991	0993: Grade 6 overall, with a minimum of grade 2 in speaking. Speaking must be separately endorsed on the certificate. 0991: Grade 6 overall.
Cambridge ESOL Level 2/3 Advanced	176 overall, with no paper below 162
International Baccalaureate English A: Literature or Language & Literature	Grade 5 at Standard Level or grade 5 at Higher Level
International Baccalaureate English B	Grade 7 at Standard Level or grade 6 at Higher Level

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

▼ Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or [the equivalent score in selected other English language tests](#), to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with no component below 5.5	6 weeks	On campus
5.5 overall, with no component below 5.5	10 weeks	On campus and online options available
5.5 overall, with no more than one component below 5.5, and no component below 5.0	12 weeks	On campus and online options available
5.5 overall, with no component below 4.5	20 weeks	On campus
5.0 overall, with no component below 4.5	30 weeks	On campus
4.5 overall, with no more than one component below 4.5, and no component below 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 5.5, for further details.

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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