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Inside the Department of Communication and Media

Our department blog
It’s an online platform where members of the Department respond to current issues in the news and talk about their ideas and research interests. Since we launched Media/Pool, it has really taken off, and we’re delighted that our students are getting involved now too. Recent posts have discussed the impact of Brexit, media images of women and women athletes, the reputation of the BBC, and the Oscar nominations. See www.commsmedialiverpool.wordpress.com. We also have a Twitter feed @CommediaLivUni

Our magazine module
In Dr Georgina Turner’s final year module Understanding magazines, students learn about the magazine industry and how magazines are designed and promoted to readers. We are thrilled at the quality of work that our students produce for this module and how much they enjoy designing and analysing magazines. Every year, Dr Turner produces a magazine to showcase the best of our students’ work. You can look for yourself here www.liverpool.ac.uk/communication-and-media/undergraduate/understandingmagazines
Why choose Communication and Media at Liverpool?

From political campaigns to celebrity scandals, from how we communicate with each other to how we spend our leisure time, the media is at the centre of our daily experiences and our understanding of the world. Liverpool’s flexible Communication and Media programmes address a wide range of questions about the modern media industry, news, communication and social interaction in a lively and creative environment which embraces innovation and change.
Immerse yourself in a city known as a political and creative force
What better place to immerse yourself in the subject than Liverpool, a city with a reputation as a political and creative force, with a thriving production sector and a unique cultural heritage? The Department has close links to cultural industries and venues in the city, some of which collaborate with us in offering assessed work placements as part of our programme of study.

Join an expanding and vibrant Department
We are a long-established, forward-thinking Department with a national and international focus and an excellent track record in producing high quality graduates. In recent years, the Department has grown and we are now able to offer an even greater choice of modules, taught by staff with national and international reputations who are actively researching and publishing in their fields. Your Year One core modules will provide you with the key skills required to focus your studies during the remainder of your degree so as to develop your specialist interests and advance your career prospects. You have a free choice of modules after Year One, and our staff team will support you when you select the ones that are most appropriate for you.

I feel privileged to have studied at an institution that celebrates new ideas, as well as being taught by people passionate about their field who were constantly re-evaluating their position.

Natasha Cox
English and Communication Studies BA (Hons)

Be part of our supportive community
Although we are expanding, we are still a small friendly Department with a family ethos, so personal interaction with students is at the heart of what we do. We seek to be approachable and responsive, with learning support, extensive feedback and pastoral care built in to all of our work with students. This is reflected in our consistently excellent student satisfaction results in the National Student Survey (NSS).

Good to know:

109
Year One undergraduates in 2016

95%
95% of our students said staff were good at explaining things (NSS 2016)

85%
are employed or in further study within six months of graduating (Unistats 2016)

Offers study abroad opportunities

Offers a Year in China

100 75 50 25
Offers Honours Select combinations
Gain the skills employers look for
A degree in communication and media will give you indispensable skills. Employers put a high value on graduates who have a broad commercial and cultural understanding of the media and creative industries, who can critically analyse a variety of texts, and who can show initiative and diligence in conducting independent research.
In Years Two and Three we offer students the chance to gain invaluable experience through our study abroad and work experience opportunities. Besides taking our dedicated work experience module, many communication and media students are involved in activities within the University, such as writing for and managing the online student newspaper and working at LSRadio, the local student radio station, whilst others choose to work locally with the support of our award-winning careers service. All these options develop skills which give our students the confidence to impress employers in the media sector and elsewhere.

Study abroad
As part of your Communication and Media degree at Liverpool you may have the opportunity to study abroad. Studying abroad has huge personal and academic benefits, as well as giving you a head start in the graduate job market. Communication and Media students currently have opportunities to study abroad at universities in Australia, Hong Kong, the USA, Canada, New Zealand, France and the Netherlands. For more information visit www.liverpool.ac.uk/goabroad.

Year in China
The Year in China is the University of Liverpool’s exciting flagship programme enabling undergraduate students from a huge range of departments including Communication and Media, the opportunity to spend one year at our sister university Xi’an Jiaotong-Liverpool University (XJTLU), following XJTLU’s BA China Studies degree classes. See www.liverpool.ac.uk/yearinchina for more information.

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

All students will receive teaching in study skills as part of their core first year programme, with sessions including information literacy, essay writing, assessment and feedback, referencing, and degree progress.

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.

My programme allows you to connect to several fields at once, the communities of students you engage with are always changing. I like the range of perspectives you get via this connection, it means everyone approaches their studies from a different angle and brings something new to the table, every time.

Emily Rose Clark
Communication, Media and Popular Music BA (Hons)
### Timetable

**Semester One**  *Typical week*

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9.00</strong></td>
<td></td>
<td><strong>Library – working on essay</strong></td>
<td><strong>Reading for subsidiary subject</strong></td>
<td><strong>Analysing communication seminar</strong></td>
<td></td>
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<tr>
<td><strong>10.00</strong></td>
<td><strong>Analysing communication lecture</strong></td>
<td><strong>Library – preparation for seminar</strong></td>
<td></td>
<td><strong>Online submission of essay</strong></td>
<td><strong>Work on essay for subsidiary subject</strong></td>
<td></td>
</tr>
<tr>
<td><strong>11.00</strong></td>
<td><strong>Feedback on essay with tutor</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Second subject lecture</strong></td>
<td></td>
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<tr>
<td><strong>12.00</strong></td>
<td><strong>Meet Academic Adviser to discuss learning progress</strong></td>
<td><strong>Meeting to work on group task</strong></td>
<td><strong>Lecturer’s consultation hour – essay feedback</strong></td>
<td><strong>School event – talk hour by guest speaker</strong></td>
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</tr>
<tr>
<td><strong>13.00</strong></td>
<td><strong>Library – working on essay</strong></td>
<td><strong>The Department of Music Lunchtime Concert Series</strong></td>
<td><strong>Format, spellcheck, presentation check of essay for analysing communication</strong></td>
<td><strong>Research in library for seminar</strong></td>
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<tr>
<td><strong>14.00</strong></td>
<td></td>
<td><strong>University sports event</strong></td>
<td><strong>Careers workshop in Guild</strong></td>
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<tr>
<td><strong>15.00</strong></td>
<td><strong>Library work for seminar</strong></td>
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<tr>
<td><strong>16.00</strong></td>
<td><strong>Second subject seminar</strong></td>
<td><strong>Background reading for lectures this week</strong></td>
<td><strong>Preparation for seminar</strong></td>
<td></td>
<td><strong>Reading for following week’s seminars</strong></td>
<td></td>
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<tr>
<td><strong>17.00</strong></td>
<td></td>
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<td></td>
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<tr>
<td><strong>18.00</strong></td>
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<td></td>
<td><strong>Guild Comedy Club</strong></td>
</tr>
<tr>
<td><strong>19.00</strong></td>
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</tbody>
</table>
**Invest in your future**

Our graduates have gone on to a wide range of careers, including broadcasting, journalism, online 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, a prize-winning novelist and film director, senior journalists at local and national newspapers, the features editor of a music weekly and the Chief Communications Officer of a large multinational.

**Make yourself employable**

Communication and Media students develop a wide range of skills through their degree which are vital for many careers. The broad commercial and cultural understanding of how the media and creative industries operate represents a crucial skill-set, central to careers from broadcasting to marketing. But students also gain transferable skills such as research and critical analysis, problem-solving and the ability to construct arguments and convey their ideas effectively – all of which are highly beneficial skills in any workplace setting.

**Recent employers of our graduates**

Previous employers have included, the BBC, MTV, Red Union Films, Big Bear Films, Maya Vision International, TalkTalk Business Communications, the Children’s Heart Federation, Liverpool Biennial and the Liverpool Chamber of Commerce.

**A passion for learning – postgraduate studies**

Communication and Media MA specialist pathways:
- Media and Politics
- Digital Culture and Communication.

**Learning about the current media landscape and the dynamics of global corporations such as Viacom was invaluable as it ended up being a company I went on to work for. What’s most interesting is the impact of politics on media – not just the output, but the restrictions imposed (or loosened) on media outlets in the UK depending on which political party is in Government. I already had an understanding of communication strategies before I started the job (I think!).**

Hannah Colson
Communication, Media and Popular Music BA (Hons)
Hannah graduated in 2013. She is now an A&R and Marketing Assistant at Ministry of Sound, [www.liverpool.ac.uk/arts/ourgraduates/hannahcolson](http://www.liverpool.ac.uk/arts/ourgraduates/hannahcolson)
Degrees

Communication and Media BA (Hons) P900 3 years
UCAS code: P900
Programme length: 3 years

Explore how communication systems such as news, cinema, broadcasting and online media shape and change our world. As your degree progresses, you will be able to specialise in areas including political communication, screen media, digital cultures, media writing, language and public relations. Throughout your degree, we will help you to develop your own skills so that you can stand out in the graduate job market, including the opportunity to undertake an assessed work placement.

Programme in detail
All students take core communication and media modules in Year One. One of these focuses on analysing media texts and on media industries, while another examines the social and political significance of the media and communication. You will develop your foundational understanding further with modules exploring language as communication, examining how media texts generate meaning and via a range of optional modules with a broad communication and media focus.

In Year One, you will be introduced to a variety of approaches to the study of media institutions, language, film and journalism, but the focus is also on developing study skills, learning how to use information resources and working independently and in groups.

All communication and media modules will be open to you in subsequent years of study. You can choose modules to suit your interests or focus on a specialist strand of study such as political communication, screen studies or English language.

In Year Three, you may select the dissertation option and complete a piece of sustained, original work on a topic of your own choice. You will also be able to apply for a place on our assessed work placement scheme.

Communication and Media Major

Given the interdisciplinary nature of our Communication and Media programme, it is easy to find a Minor subject to complement it. For 75% students, Year One is designed to give you the opportunity to study the same core modules as in the 100% programme and to accompany this with modules in your Minor subject. All Communication and Media modules will be open to you in Years Two and Three to allow you to specialise and consider your own particular interests.

Communication and Media Joint

Communication and Media is an interdisciplinary area of study so it makes an excellent partner for 50:50 combinations with another subject of your choice. After all, media coverage represents the most important method for communicating key issues and developments in most subject areas to the wider world. There will be plenty of opportunities for crossover between your other subject and Communication and Media, but you will still study core modules from both.

Communication and Media Minor

Studying Communication and Media as a Minor enables you to complement your Major subject with studies grounded in the globally-important and fast-changing world of media and communication. Minor students are introduced to key ideas in Year One and can select modules in Years Two and Three which combine well with their Major subject.

See www.liverpool.ac.uk/study/undergraduate/courses for current entry requirements
Key modules
Year One
Core modules
- Analysing communication
- Language and media
- Media, politics and the everyday
- Sound, image and meaning.

You will also be offered a range of optional modules.

Year Two
Selected optional modules
- Documentary
- English voices
- Gender and media
- Global media and entertainment
- Hollywood cinema
- Investigating media audiences
- Media and war
- Media, self and society
- New media, technology and society
- Public relations and society
- Social media
- Video game cultures: texts, players and industries
- Writing for the media.

Year Three
Selected optional modules
- American independent cinema
- Discourse, rhetoric and society
- Dissertation
- Ethics of media
- Independent study project
- Issues in ‘cult’ television
- Issues in photography
- Literacy and society
- Media and campaigning
- Media and human rights
- Mediating the city
- Mediating the past
- News media and society
- Political cinema
- Public service broadcasting
- School of the Arts work experience module
- Understanding magazines
- Viral video.

The modules listed are illustrative and subject to change. Please refer to the Department website for further information.

See pages 10-15 for module descriptions.

Communication and Media with a Year in Industry BA (Hons)
UCAS code: P901
Programme length: 4 years

On this programme you have the opportunity to apply for a salaried placement of approximately 40 weeks with a relevant employer, and thereby spend the third year of your degree in the workplace. Your reflexive written account of the experience, connecting it to your academic studies, will contribute towards your final degree result and your programme will conclude with a fourth and final year of academic study in Liverpool.

Please note: this programme will be available to Single Honours students in the first instance.

Key modules
Same as P900 with Year Three spent on a placement in industry. Year Three modules will be taken in the final year (Year Four).

See pages 10-15 for module descriptions.
## Core modules overview

### Year One

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysing communication</td>
<td>1</td>
<td>30</td>
<td>Provides an introduction to the analysis of communication and to identifying and understanding the forms that communication takes – the creation of meaning through words, images and sounds. As well as analysing these various forms of communication, it examines the ways in which we consume and enjoy the products of the communication and media industries (radio programmes, films, TV series, games etc).</td>
</tr>
<tr>
<td>Language and media</td>
<td>1</td>
<td>15</td>
<td>You will learn about the ways in which different media (television, radio, the press, the internet, the phone) use language and how language is combined with other communicative modes. Attention will be given to the communicative potentials of both spoken and written language.</td>
</tr>
<tr>
<td>Media, politics and the everyday</td>
<td>2</td>
<td>30</td>
<td>Introduces you to the relationships between media, politics society and the ways in which we use media and media uses us. It looks at key concepts and theories which seek to explain the communication and mediatisation of public and political life. It develops an understanding of the ways in which media operations and news discourse affect the representation of issues such as race, gender, war and the environment. And it explores the implications of new technologies and social media on everyday politics and social life.</td>
</tr>
<tr>
<td>Sound, image and meaning</td>
<td>2</td>
<td>15</td>
<td>Explores how the components of audio and audio-visual media texts signify meaning and the implications that follow from this. Examines conceptualisations and concerns about media influence, and investigates the role of sound – both as the sole source of meaning in radio, and in combination with image in cinema and television texts. You will also look at the roles of the audiences and users of media texts.</td>
</tr>
</tbody>
</table>

**Please note:** 100% students also select 30 credits of optional modules from a range of relevant Year One modules.

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*Please note: modules are provided for information only and may change. Timetabling restrictions may apply.*
## Selected optional modules overview

### Year Two

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Documentary</td>
<td>2</td>
<td>30</td>
<td>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.</td>
</tr>
<tr>
<td>English voices</td>
<td>1</td>
<td>30</td>
<td>This module focuses on how spoken English communicates meaning. You will be introduced to the study of segmental phonology in its application to the English language and to the transcription of English phonology. Through this, you will learn to recognise and record national and international variations in accent, as well as examining other aspects of vocal meaning, such as rhythm and melody of speech and voice qualities, via a social semiotic approach.</td>
</tr>
<tr>
<td>Gender and media</td>
<td>2</td>
<td>30</td>
<td>Key concepts and debates relating to gender and the media are the focus of this module. You will learn to identify gendered discourses in news and other media, to understand their implications for the ways in which we commonly understand the world, and to consider how they can be challenged and disrupted.</td>
</tr>
<tr>
<td>Global media and entertainment</td>
<td>1</td>
<td>30</td>
<td>Most popular media texts circulate within a global culture of commerce. This module identifies the strategies that global entertainment conglomerates use in seeking to dominate media production, distribution and exhibition, and examines recent arguments about media convergence and the globalisation of entertainment. These issues are illustrated through the screening of relevant media texts.</td>
</tr>
<tr>
<td>Hollywood cinema</td>
<td>2</td>
<td>30</td>
<td>Based on a programme of screenings, this module explores the movies and business of American cinema from the studio era to the present day, focusing on the ways in which popular films mediate ideas about cultural identities, national identity, contemporary politics and American society.</td>
</tr>
<tr>
<td>Investigating media audiences</td>
<td>1</td>
<td>30</td>
<td>Researching the relationship between media texts and their audiences is at the heart of this module. Students will examine a variety of theoretical perspectives which have sought to explain how audiences consume and make sense of media texts, as well as exploring concerns about media effects and assessing the strengths and weaknesses of audience research methods.</td>
</tr>
<tr>
<td>Media and war</td>
<td>1</td>
<td>30</td>
<td>From Vietnam to Iraq, the role of journalism in periods of war and international crisis has been much debated. Here you will explore these key debates, examining the behaviour of news media and their relationship with foreign policy in times of war. The module also looks back at recent wars, examining specific cases of media-foreign policy interaction.</td>
</tr>
</tbody>
</table>
## Selected optional modules overview

### Year Two (continued)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media, self and society</td>
<td>2</td>
<td>30</td>
<td>In this module, you will be introduced to and asked to critically analyse key debates and perspectives relating to issues of selfhood, body and identity in a global media age. The module includes a focus on the projection of body images, online identities, culture, nationhood and race.</td>
</tr>
<tr>
<td>New media, technology and society</td>
<td>2</td>
<td>30</td>
<td>The rapid rise of digital media has had a substantial impact on our social lives. Here you will analyse key conceptual issues around personal identity, community, digital dualism and time as they relate to social life and the development of new media. The module also explores socio-political issues arising from these developments, including the presentation of global events, surveillance through social networking, digital labour and online activism.</td>
</tr>
<tr>
<td>Public relations and society</td>
<td>1</td>
<td>30</td>
<td>This module introduces students to theories, debates and practices of public relations, with particular critical attention to the rise of professional PR, its relationship with media, and the resulting shifts in journalistic and media practice. Practical elements give students opportunities to understand and plan PR campaigns.</td>
</tr>
<tr>
<td>Social media</td>
<td>2</td>
<td>30</td>
<td>The rise of social media has been one of the biggest media developments of recent years and it offers many new opportunities for research. In this module, students are introduced to the main debates concerning the use of social media data before developing their own research projects in which they collect and analyse data drawn from Twitter using specialist software.</td>
</tr>
<tr>
<td>Video game cultures: texts, players and industries</td>
<td>1</td>
<td>30</td>
<td>In order to explore the phenomenon of video game culture, this module adopts three perspectives to analyse video games as forms of media: Games and ‘game worlds’ are analysed as texts and systems of representation; game players are investigated as a particular type of media audience; finally, the video game industry is examined as one of the fastest-growing areas of global media.</td>
</tr>
<tr>
<td>Writing for the media</td>
<td>2</td>
<td>30</td>
<td>This is a hands-on module for students who want practical experience of writing for the media. It provides you with the framework and formulas to produce media writing and video in different forms, while considering issues of professional practice, regulatory requirements and audience engagement.</td>
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Selected optional modules overview

**Year Three**

Please note: P901 students spend Year Three in industry and take these modules in Year Four.

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>American independent cinema</td>
<td>2</td>
<td>15</td>
<td>American independent cinema represents a mode of filmmaking which is distinct from mainstream Hollywood. In this module, we examine this phenomenon by exploring the industrial and economic conditions that have given birth to independent films, especially in the post-1980 period.</td>
</tr>
<tr>
<td>Discourse, rhetoric and society</td>
<td>1</td>
<td>15</td>
<td>This module explores the role and functions of rhetorical discourse in human society. Work on rhetorical and argumentation analysis is used as a basis for the critical examination of persuasive communication, so students will learn to evaluate the components of sound argumentation and of manipulation and propaganda techniques in political and business discourse.</td>
</tr>
<tr>
<td>Dissertation</td>
<td>1 and/or 2</td>
<td>30</td>
<td>Under the supervision of a member of academic staff, you will construct an extended and original research project on an appropriate topic which is clear and realistic in scope and seeks to make a distinct contribution both to your own learning and to debates within your chosen field. A dissertation helps to develop independent learning and skills in research, critical analysis, communication and writing.</td>
</tr>
<tr>
<td>Ethics of media</td>
<td>2</td>
<td>15</td>
<td>In studying this module, you will be introduced to the ethical issues surrounding media production and consumption. You will gain an understanding of media through ethical theory and interrogate ethical theory in light of media developments.</td>
</tr>
<tr>
<td>Independent study project</td>
<td>2</td>
<td>15</td>
<td>After initial teaching sessions covering research methods and skills, students taking this module will undertake a small research project investigating a topic in the field of communication and media under the supervision of a member of academic staff. This module helps to develop independent learning and skills in research, critical analysis, communication and writing.</td>
</tr>
<tr>
<td>Issues in 'cult' television</td>
<td>2</td>
<td>15</td>
<td>This module focuses on debates about the nature, cultural practices and significance of 'cult' television. Students will critique the idea of 'cult' from textual, industry and audience perspectives, as well as considering its relationships with the rise of 'quality' TV forms in the US and UK and with fan studies, including tracing shifts in representation and audience practices related to marginal groups and identities.</td>
</tr>
<tr>
<td>Issues in photography</td>
<td>2</td>
<td>15</td>
<td>The aim of this module is to develop your ability to read, discuss and write critically about the photographic image. You will be introduced to the history of photography and examine the purposes and aesthetic components of photographs, as well as the ethics of the photographic gaze and its consumption.</td>
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### Selected optional modules overview

**Year Three (continued)**

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<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
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</thead>
<tbody>
<tr>
<td>Literacy and society</td>
<td>2</td>
<td>15</td>
<td>Studying this module introduces you to the range of theoretical debates about the nature and function of literacy. You will critically assess the views of key theorists and analyse the role of literacy in a range of different social contexts.</td>
</tr>
<tr>
<td>Media and campaigning</td>
<td>1</td>
<td>15</td>
<td>In this module, we examine the interaction between media, public opinion and election campaigns, asking whether media uphold or undermine democracy through their presentation of political campaigning. You will be introduced to theoretical perspectives on the impact of the media on public opinion and knowledge, and look at changes in campaigns as they have adapted to developments in media.</td>
</tr>
<tr>
<td>Media and human rights</td>
<td>2</td>
<td>15</td>
<td>This is a module which examines key debates relating to the interaction between news media and human rights. Students will scrutinise the underlying rationale for media representation and reporting of critical human rights issues, examining specific cases of media and human rights interaction.</td>
</tr>
<tr>
<td>Mediating the city</td>
<td>2</td>
<td>15</td>
<td>Cities are the product of multiple mediations and practices. This module examines cities as a space of representation in films, television dramas, advertising, maps and museum exhibits, for example. It also explores how media is embedded in the material fabric of the city itself in the form of cinemas, billboards, urban screens and location filming for example, and in mobile screen media and locative for navigational devices.</td>
</tr>
<tr>
<td>Mediating the past</td>
<td>1</td>
<td>15</td>
<td>The media has a key role to play in our understanding of cultural heritage and memory. In this module, you will look at the issues of representation and mediation raised by a broad range of practices and discourses of cultural heritage including broadcast media, museums, and archives and archival practices. Your work includes a heritage/museum field trip, in which you will gain and demonstrate practical skills in observation.</td>
</tr>
<tr>
<td>News media and society</td>
<td>2</td>
<td>15</td>
<td>News is created to appeal to particular audiences and to privilege particular voices, so it prioritises certain ways of explaining the world. This module examines the construction of news through journalists’ choices and values, exploring notions of objectivity and impartiality, “agenda-setting” and “news values”. We also look at the challenges posed to the quality of news in the digital era, in the face of declining revenues and the rise of social media.</td>
</tr>
<tr>
<td>Political cinema</td>
<td>1</td>
<td>15</td>
<td>This module introduces you to a variety of debates about the relationship between art, entertainment and politics in film. Drawing on screenings of historical and contemporary examples, you will be encouraged to examine and analyse these debates as they are manifested in various types of cinema.</td>
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<tr>
<td>Module title</td>
<td>Semester</td>
<td>Credit</td>
<td>Module description</td>
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<tr>
<td>Public service broadcasting</td>
<td>1</td>
<td>15</td>
<td>Britain has the most developed public service broadcasting system in the world and the BBC is admired worldwide for its programmes and news coverage. This module introduces key issues surrounding public service broadcasting and its alternatives – notions of the public interest, relationships between broadcasting and the state, and economic debates about market distortion and market failure – from the birth of broadcasting to present-day media policy.</td>
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<tr>
<td>School of the Arts work experience module</td>
<td>1 and 2</td>
<td>30</td>
<td>Working with one of our industry partners – in film, radio, public relations, corporate communications or professional writing – you will undertake research on a project within a professional context, developing a range of theoretical and workplace skills. Your final report on this project, and your reflections on the experience, will form a major part of the assessment for this module.</td>
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<tr>
<td>Understanding magazines</td>
<td>1</td>
<td>15</td>
<td>This module focuses on how magazines are produced and consumed, offering a critical overview of the magazine industry from its earliest origins in pamphleteering to the present day. You will evaluate existing research on magazines and how they appeal to readers, and conduct your own analyses using similar approaches. For examples of student work for this module, see <a href="http://www.liverpool.ac.uk/communication-and-media/undergraduate/understandingmagazines">www.liverpool.ac.uk/communication-and-media/undergraduate/understandingmagazines</a></td>
</tr>
<tr>
<td>Viral video</td>
<td>1 and 2</td>
<td>30</td>
<td>In this module, students will develop skills in online video production and work in teams to devise, produce and promote online videos with the potential to ‘go viral’. Teaching includes guest lectures from industry professionals such as digital video producers and social media strategists.</td>
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</tbody>
</table>
Honours Select

Honours Select offers an innovative way to study more than one subject and create your own degree based on your academic strengths and interests.

Communication and Media students have the opportunity to study two subjects on a Joint Honours (50:50) basis or as Major/Minor (75:25), focusing 75% of your time on your Major subject and 25% of your time on your Minor.

**Why combine subjects?**
We consulted widely with employers and careers experts when developing the Honours Select programme, and they strongly supported the emphasis on flexibility, breadth and multidisciplinary skills as a valuable addition to the strong Single Honours programme.

**Build your programme**

| 100 | 100% Single Honours | Specialise in one subject and immerse yourself in something you’re passionate about. |
| 75 + 25 | 75:25 Major/Minor | Complement your Major with something you’ve always been interested in, or that could enhance your career prospects. |
| 50 + 50 | 50:50 Joint Honours | Choose two areas of strength to broaden your horizon and career options. |

Upon graduation you will receive a certificate that clearly credits the one or two subjects you chose to study.

*From our work with graduate recruiters it’s clear that the key to 21st century employability lies in positioning yourself at the intersections between academic subject disciplines. That’s where innovation exists, that’s what gives organisations from Apple to Unilever a competitive advantage, and that’s why Honours Select offers students such an important head start in the job market.*

_Head of Careers & Employability_
_University of Liverpool_
Communication and Media is exceptionally well-suited as a partner for other subjects. Whichever subject you plan to study, it is likely that you will be more attractive to employers if you can also show an understanding of the media, and you are sure to find something within Communication and Media that is relevant to your subject. As a department, we have run joint degrees in combination with other subjects for many years, so we have plenty of experience with students studying two complementary subjects.

Our 50:50 degree with English (QP39) has run for over 25 years, attracting many talented and memorable graduates who have thrived on the creative synergies between these subjects. It remains our most popular Honours Select combinations.

Our 50:50 degree with Popular Music (WN23) has been offered for 15 years and was, for a long time, the only Joint Honours degree of its kind in the world. It particularly attracts students interested in music broadcasting and music journalism and has an exceptional record in placing graduates in those industries – from MTV through music radio to online music journalism.

Other subjects which combine particularly well with Communication and Media include:
- Film Studies
- Business Studies
- Politics
- Sociology.

See www.liverpool.ac.uk/study/undergraduate/honours-select for further details.

**Study abroad 🌍**
Students studying under Honours Select can still apply to study abroad, as long as both subjects have compatible partners. See www.liverpool.ac.uk/goabroad for more information.
Find out more
www.liverpool.ac.uk/study

Accommodation: www.liverpool.ac.uk/accommodation
Fees and student finance: www.liverpool.ac.uk/money
Life in Liverpool: www.liverpool.ac.uk/study/undergraduate/welcome-to-liverpool
Student Welfare Advice and Guidance: www.liverpool.ac.uk/studentsupport
Undergraduate enquiries and applications: T: +44 (0)151 794 5927