UNIVERSITY OF LIVERPOOL

MA

Visual Culture

Study mode	**Duration**	
Full-time	12 months	Apply by: **29 August 2025**
Part-time	24 months	Starts on: **22 September 2025**

About this course

The MA in Visual Culture offers an exciting opportunity to engage with current debates about visual culture in relation to the changes wrought by contemporary media on everyday life. We look at visual media such as photography and film, cultural institutions, such as museums and galleries, as well as ordinary, everyday cultural practices.

Introduction

We study the changes, and challenges for visual culture in the twenty-first century, while emphasising the importance of paying close, critical attention to visual artefacts and cultural experiences while situating them in a wider historical context.

As well as considering questions of visuality and examining images, the programme addresses questions of modernity and social change, ranging from experiences of everyday space, time and mobility, to the impacts of media on self and identity; how we access, 'store' or remember the past; and the broader environmental, infrastructural and social contexts of contemporary visual culture.

The programme is widely interdisciplinary in scope, drawing on perspectives from disciplines such as cultural studies, anthropology, Latin American studies, art and cultural history, cultural geography, urban studies, games and memory studies.

The programme is built around three core modules which focus on:

- The relationship of contemporary media and culture to past media and older cultural formations, and how historical media and technologies have shaped

contemporary everyday life and underpinned a changing visual culture.

- The study of visual culture and media as socially-embedded forms of everyday cultural practice, engaging closely with theoretical perspectives on culture, space and everyday life and approaches drawn from visual and spatial anthropology.
- Research methods and approaches used in the study of visual culture, including writing as research, anthropological approaches, analysing photographs

You will develop skills that directly enhance employability, including applying critical thinking skills, giving presentations, data management, problem-solving, team-working and research design and implementation.

You'll be able to pursue your own specific research/study interest visual culture via a 12,000-15,000 word dissertation and by choosing from a range of master's-level module options offered by the Department and wider School.

Who is this course for?

The course will be of interest to students with an arts, humanities or social science background who wish to develop their theoretical, critical and historical understanding of visual culture, and to visual arts and culture professionals keen to reflect on and further develop their practice.

Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Semester one

This is a one-year programme (which can be studied part-time) for a total of 180 credits. Semester 1 consists of a 30-credit core module, a 15-credit mandatory research methods module, and one 15-credit optional module. Semester 2 consists of another 30-credit core module and two 15-credit optional modules. The 60-credit dissertation will be carried out over the summer.

Modules

Compulsory modules	Credits
MEDIA AND CULTURAL CHANGE A (COMM756)	30
RESEARCHING CULTURE AND EVERYDAY LIFE (COMM760)	15

Optional modules	Credits
BIG DATA AND SOCIETY: FOUNDATIONS, POLITICS, AND POLICY B (COMM752)	15
FUNDAMENTALS OF STRATEGIC COMMUNICATION B (COMM517)	15
INTRODUCTION TO DATA SCIENCE B (COMM767)	15
MEDIA AND POLITICS: THEORIES AND CASES B (COMM765)	15
SCREEN CULTURES B (COMM744)	15

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

Semester two

Modules

Compulsory modules	Credits
MEDIA PRACTICES AND EVERYDAY LIFE A (COMM758)	30

Optional modules	Credits
INFLUENCING STRATEGIES IN DIGITAL MEDIA (COMM520)	15
ARTIFICIAL INTELLIGENCE AND COMMUNICATION B (COMM718)	15
BIG DATA AND SOCIETY: ALGORITHMS AND PLATFORMS B (COMM754)	15
BRANDING STRATEGY AND COMMUNICATION (COMM521)	15
DATA VISUALISATION (COMM740)	15
DIGITAL MEDIA AUDIENCES (COMM739)	15
GLOBAL JOURNALISM AND POLITICS (COMM748)	15
MEDIA AND POLITICS: ECONOMY AND SOCIETY B (COMM763)	15
REDEFINING TELEVISION (COMM750)	15
SCREEN INDUSTRIES B (COMM746)	15
VISUAL CULTURES: INSTITUTIONS, EXHIBITIONS, INTERVENTIONS (COMM761)	15

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

Final project

You'll be able to pursue your own specific research/study interest in visual culture via a 12,000-15,000 word dissertation and by choosing from a range of masters-level module options offered by the Department and wider School.

Modules

Compulsory modules	Credits
DISSERTATION (COMM716)	60

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

Teaching and assessment

How you'll learn

Teaching on the MA Visual Culture is delivered through weekly workshops held on campus. These usually last for 3 hours per module per week. Depending on which module options are taken, there may be lectures and separate seminar sessions scheduled. But all classes will take place on campus in person. Class sizes for master's programmes in the Department of Communication and Media tend to be small, but numbers can vary depending, again, on what option modules are selected. A typical class in will include between 10-20 students.

How you're assessed

You will be assessed predominantly by coursework. This will take a number of different forms, including essay, research proposal, fieldwork exercise, or master's dissertation. In addition, you will be assessed by presentations in certain modules. Other assessment formats may apply also depending on the options modules taken.

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.

Careers and employability

The MA Visual Culture programme will provide you with rigorous academic training in the broad interdisciplinary field of everyday life studies with a particular focus on media cultures and practices. The professional skills that you will develop upon completion of the programme will prepare you well for a wide range of potential employment areas.

The programme's central focus on media cultures and practices provides strong grounding for careers in the wider media industries, as well as cognate professions such as public relations, marketing, and consultancy positions focused around cultural policy and innovations/initiatives/practices in the arts, culture and creative sectors.

If you wish to continue your academic studies you will find a supportive and nurturing research environment that prepares you well for doctoral-level research activities. Career pathways that follow this route include employment in higher education (teaching and/or research), or teaching at secondary and further education levels.

Career support from day one to graduation and beyond

Career planning

From education to employment

Networking events

⌃ Back to top

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 - £11,700
Part-time place, per year - £5,850

International fees

Full-time place, per year - £24,100
Part-time place, per year - £12,050

Fees stated are for the 2025-26 academic year.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can pay your tuition fees in instalments.
- All or part of your tuition fees can be funded by external sponsorship.
- International applicants who accept an offer of a place will need to pay a tuition fee deposit.

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. **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.

Entry requirements

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

Postgraduate entry requirements

We accept a 2:2 honours degree from a UK university, or an equivalent academic qualification from a similar non-UK institution. This degree should be in Politics (or a closely related subject e.g. International Relations, Communication and Media, Sociology, Journalism).

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 entry requirements. Completing your Foundation Certificate, such as that offered by the University of Liverpool International College, means you're guaranteed a place on your chosen course.

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.

IELTS

6.5 overall, with no component below 6.0

TOEFL iBT

88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. TOEFL Home Edition not accepted.

Duolingo English Test

120 overall, with no component below 105

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 65

PSI Skills for English

B2 Pass with Merit in all bands

INDIA Standard XII

National Curriculum (CBSE/ISC) - 75% and above in English. Accepted State Boards - 80% and above in English.

WAEC

C6 or above

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 6.0	6 weeks	On campus
6.0 overall, with no component below 5.5	10 weeks	On campus and online options available
6.0 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 more than one component below 5.5, and no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component below 5.0, and 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 6.0, for further details.

⌃ [Back to top](#)