



UNIVERSITY OF  
LIVERPOOL

BA (Hons)

# Media, Data and Society

UCAS code P3L9

## Entry requirements

A level: ABB

## Study mode

Full-time

## Duration

3

Apply by: **29 January 2025**

Starts on: **22 September 2025**

## About this course

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

## Introduction

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

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.

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## What you'll learn

- Detailed knowledge and understanding in relation to one or more particular areas of the field of study
- Transferable skills in critical, numerical, computational and digital methods, as well as in problem solving
- Detailed knowledge of media forms and practices
- A range of critical, analytic and technical skills
- Detailed understanding of different theoretical frames of reference
- Familiarity with contemporary debates around the use of digital data in society
- The ability to construct arguments and convey ideas effectively
- Effective communication and presentation skills

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# Course content

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

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## Year one

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

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

## Modules

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

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

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## Year two

You will take three compulsory modules, and choose four options.

**SOTA260** is compulsory for students taking the Year in Industry pathway.

## Modules

<b>Compulsory modules</b>	<b>Credits</b>
<u>COMMUNICATION AND MEDIA RESEARCH I (COMM207)</u>	15
<u>COMMUNICATION AND MEDIA RESEARCH II (COMM208)</u>	15
<u>DIGITAL MEDIA AND DATA A (COMM225)</u>	30
<b>Optional modules</b>	<b>Credits</b>
<u>IMMERSIVE MEDIA AND VIRTUAL WORLDS B (COMM211)</u>	15
<u>PROFESSIONAL AND CAREER DEVELOPMENT (SOTA260)</u>	15
<u>SOUND, TECHNOLOGY, AND SOCIETY (MUSI241)</u>	15
<u>INTRODUCTION TO PROGRAMMING (COMM226)</u>	15
<u>MUSIC IN GAMING (MUSI273)</u>	15
<u>FEMINIST MEDIA STUDIES (COMM206)</u>	15
<u>CONVERGED MEDIA AND SCREEN ENTERTAINMENT B (COMM251)</u>	15
<u>PUBLIC RELATIONS, MEDIA AND DIGITAL SOCIETY (COMM240)</u>	15
<u>INTRODUCTION TO CULTURAL STUDIES B (COMM254)</u>	15
<u>AI AND DIGITAL MEDIA (COMM258)</u>	15

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

## **Final year**

- 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 – and no more than one – of the following: **COMM335**, **COMM342**, **COMM401**, **SOTA300**.

## Modules

Compulsory modules	Credits
<u>WORK PLACEMENT YEAR (SOTA600)</u>	120

  

Optional modules	Credits
<u>RESEARCHING DIGITAL CULTURES IN THE AMERICAS (HISP348)</u>	15
<u>DISSERTATION (COMM401)</u>	30
<u>FINAL YEAR PROJECT (COMM335)</u>	30
<u>GAMES AND ALGORITHMIC CULTURE (COMM309)</u>	15
<u>INTRODUCTION TO STRATEGIC COMMUNICATION (COMM312)</u>	15
<u>MEDIA AND HUMAN RIGHTS (COMM317)</u>	15
<u>NEWS MEDIA AND SOCIETY (COMM301)</u>	15
<u>POPULAR CULTURE, LANGUAGE AND POLITICS (COMM318)</u>	15
<u>SCHOOL OF THE ARTS WORK PLACEMENTS MODULE (SOTA300)</u>	30
<u>VIRAL VIDEO (COMM342)</u>	30

<b>Optional modules</b>	<b>Credits</b>
<u>ISSUES IN 'CULT' TELEVISION (COMM300)</u>	15
<u>SCREEN INDUSTRIES AND SPORTS (COMM326)</u>	15
<u>DATA SCIENCE AND VISUALISATION (COMM327)</u>	15
<u>ENTERTAINMENT MEDIA AND SCREEN HISTORY (COMM328)</u>	15
<u>ENVIRONMENTAL COMMUNICATION: POLITICS, SCIENCE, ACTIVISM, AND THE MEDIA (COMM304)</u>	15
<u>PROPAGANDA, POWER, AND PERSUASION (COMM329)</u>	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 - £1,905

Year abroad fee - £1,430 (applies to year in China)

### International fees

Full-time place, per year - £24,100

Year in industry fee - £1,905

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

The tuition fees shown are correct for 2025/26 entry. Please note that the year abroad fee also applies to the year in China.

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.



# Entry requirements

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

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## A levels

ABB

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## 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.

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## GCSE

4/C in English and 4/C in Mathematics

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## 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.

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## BTEC Level 3 National Extended Diploma

BTEC applications are encouraged. We evaluate each BTEC application on its merits and may make offers at DDM.

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## Irish Leaving Certificate

H1, H2, H2, H2, H3, H3

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## Scottish Higher/Advanced Higher

ABB in Advanced Highers, combinations of Advanced Highers and Scottish Highers are welcome

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## Welsh Baccalaureate Advanced

Accepted including two A levels at BB.

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## **Access**

Applications considered. Pass Access with 30 Level 3 credits graded at Distinction and 15 Level 3 credits graded at Merit.

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## **International qualifications**

Select your country or region to view specific entry requirements.

If you hold a bachelor's degree or equivalent, but don't meet our entry requirements, you could be eligible for a Pre-Master's course. This is offered on campus at the University of Liverpool International College, in partnership with Kaplan International Pathways. It's a specialist preparation course for postgraduate study, and when you pass the Pre-Master's at the required level with good attendance, you're guaranteed entry to a University of Liverpool master's degree.

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## **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.

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## **IELTS**

6.5 overall, with no component below 5.5

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## **TOEFL iBT**

88 overall, with minimum scores of listening 17, writing 17, reading 17 and speaking 19. TOEFL Home Edition not accepted.

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### **TOEFL Paper**

Grade 7 at Standard Level or grade 6 at Higher Level

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### **Duolingo English Test**

125 overall, with speaking, reading and writing not less than 105, and listening not below 100

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### **Pearson PTE Academic**

61 overall, with no component below 59

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### **LanguageCert Academic**

70 overall, with no skill below 60

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### **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.

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### **Cambridge IGCSE First Language English 0990**

Grade 4 overall, with Merit in speaking and listening

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### **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.

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### **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.

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### **Cambridge ESOL Level 2/3 Advanced**

176 overall, with no paper below 162

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## LanguageCert

Grade 5 at Standard Level or grade 5 at Higher Level

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### 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.

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#### 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

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Your most recent IELTS score	Pre-sessional English course length	On campus or online
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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