



Media & Cultural Studies BA(Hons)

single/joint honours

■ FACULTY OF ARTS AND SOCIAL SCIENCES

www.kingston.ac.uk/media



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Our programme

This Media & Cultural Studies course will enable you to think critically about the relationship between media and culture, focusing on issues relating to the production and consumption of media and cultural objects (art, literature, film, etc). It is an interdisciplinary degree, drawing on a wide variety of theoretical and methodological approaches from a range of different disciplines such as language, literature, politics and sociology. It will enable you to engage with issues such as:

- the relationship between culture and identity;
- forms of representation;
- the relationship between ideas, knowledge and society, and media and creative industries; and
- the strategies by which texts make meaning.

Core modules will give you the theoretical and methodological skills to analyse media and cultural objects, whatever their form.

A series of option modules in the second and third years will offer you the opportunity to focus on issues relating to representation and identity, power and knowledge, and genres of communication. You will also study a series of practical modules in digital media and journalism. You can pick a balance of theoretical and practical option modules, with up to 50 per cent of your options being practice based.

Facilities and support

The degree is taught by staff who are experts in their field, and there is a wide support network to help you in your learning, including librarians, technicians and demonstrators. The technicians are dedicated to our students, and we offer specialist practical facilities in digital manipulation.

Careers

This course is designed to prepare you for careers in media production and the cultural industries, but the critical, creative and interdisciplinary nature of the course will also enable you to develop the generic skills needed for success in a wide variety of career choices.

Student feedback

We use feedback from students to evaluate and develop modules, and to monitor their experiences of learning. Here are some recent comments from students:

"[The best aspect of this module was] the ability to work on media and graphic suites, learning new skills. It is definitely a path I would want to follow in my career."

"The best features in the module were being able to use your own creative ideas and apply them in the coursework. I also like the idea of the presentation because you get to show the rest of the group your work and your final designs."

"The teaching staff made this module a fun and relaxed way of learning, which I found very effective for my progress on the course."



Why study Media & Cultural Studies at Kingston University?

- You can study Media & Cultural Studies either on its own as a full field or in conjunction with another subject as a major, minor or half field (see details of possible combinations overleaf).
- You will learn about the role of media and culture in contemporary society and politics.
- Our academic staff are experienced teachers and published authors.
- You will have access to state-of-the-art facilities to enhance your learning experience.
- Kingston is only 25 minutes away from central London, the heart of Britain's media institutions; for example, the British Film Institute.
- You can choose to study abroad for a semester, either at Kingston's partner universities in the United States or in Europe through the Erasmus scheme.

Centre for Academic Skills and Employability (CASE)

CASE offers students from the Faculty of Arts and Social Sciences one-to-one help with their studies, supporting both undergraduate and postgraduate students with:

- researching and presenting;
- structuring and editing traditional academic writing;
- structuring and editing multimedia texts;
- referencing; and
- music theory.

CASE provides a range of resources to enhance employability, including help with writing CVs, application forms and preparing you for interviews. Results show that students who use the centre are significantly more likely to complete their degree. As they are better equipped to act on feedback, they also tend to do better in their studies.

What you will study

Examples of the modules currently offered are shown below. The number of modules taken each year and the choices available will vary depending on whether you study Media & Cultural Studies as a full field (single honours) or as a major, half or minor field (joint honours). The module list varies from year to year as the course structure is reviewed and refined. During each year of the course you will study core, theoretical and practical modules.

Year 1

The first year of the course is structured to provide you with a strong foundation to build upon as you progress through your degree.

Reading the Media

This module focuses on a range of popular media forms, such as news journalism, reality TV and romantic fiction. You will explore the ways in which a variety of media texts can be analysed in generic terms and in relation to wider contexts of production and consumption. You will also gain textual analysis skills, which will be supported by engagement with conceptual frameworks and theoretical approaches.

Culture, Media and Society

This module will introduce you to the concept of 'culture' as an object of analysis. It explores the relationship between culture and society, the role of culture in the formation of identity, the major social institutions and processes involved in the production of culture, and the significance of culture as both an arena of contestation and a means of contesting. It covers issues such as the definition of culture and its relationship to society; the role of culture in identity formation; theories of cultural formation and change; and the difference between 'high', 'folk', 'mass' and 'popular' culture(s).

Media Representations of Identity

This module will introduce you to a number of theoretical issues related to the formation of identity in the contemporary world. You will examine topics such as essentialism versus social constructivism, social fragmentation, identity and difference, and consumption and identity. The module focuses on the representation of gendered, ethnic, national and youth identities in and through different forms of media.

Media Institutions

This module examines the rise and development of different media institutions and technologies, situating these in relation to wider historical and social contexts. In addition, conceptual frameworks and theoretical issues relating to the study of media institutions of production will be introduced and examined; for example, the 'culture industry', 'the public sphere', 'globalisation', 'conglomeration', and 'convergence'. You will explore issues of regulation in relation to historic and contemporary examples, as well as conceptual categories. Questions of ownership, influence and power will be posed in relation to contemporary and historic examples of media institutions.

Introduction to Digital Media

This module aims to acquaint you with the technologies and techniques relevant to the manipulation of digital media. You will develop practical skills relevant to the creation of digital imagery, and consider the relationship between technology and practice as part of the creative process. You will have basic introductory training in digital image manipulation and creation using industry-standard software.

Film Studies: Concepts and Perspectives

This module will introduce you to the skills involved in 'reading' a film. It looks at how the camera is used, how films are put together, the significance of set design, and how a shot is lit. It also discusses key concepts or ideas in film analysis, such as authorship, genre, stars and national cinema.

Focus on Britain

This is a topical module that will enable you to engage with some key sociological debates relating to family, race, ethnicity, crime, delinquency, religion and the mass media.

Print Journalism

This module will provide you with an understanding of print journalism, with a particular focus on news reporting. It explores diversity in the print media sector through an examination of the reporting of news; develops methods of analysis and theoretical perspectives appropriate to investigations in print journalism; and equips you with the ability to apply these insights in the creation of a portfolio of articles. You will develop teamworking skills by producing a piece of print journalism that reflects the content of the module.

Kingston Language Scheme

All students may substitute one of the subject modules in their first year for a language module from the Kingston Language Scheme (KLS). This provides a unique opportunity to incorporate a language into your programme of studies. We offer modules in Arabic, French, German, Italian, Japanese, Mandarin (Chinese) and Spanish. You can learn a new language from the beginning or continue with the study of a language you have previously learned. Each module is credit-rated and will count towards your degree.

Year 2

Core theoretical modules

Two core theoretical modules – Theorising Media and Researching Media and Cultural Studies – build on the teaching in Year 1. You will gain a more in-depth awareness of the rich variety of analytical approaches and methodologies used to analyse media and cultural objects.

Option modules

A number of theoretical and practice-based option modules will enable you to apply the theoretical insights developed in your previous studies to issues relating to representation and identity, power and knowledge, and genres of communication. These second-year modules will also help you develop the practical skills you gained in Year 1 by building upon knowledge through appropriate practice-based modules. The option modules have a diverse focus, enabling you to choose to investigate further the aspects of media and cultural studies that particularly interest you.

Option modules include:

- British Cinema: Institutions, Genres and Authors
- Genre Studies
- The Music Industry
- Diverse Britain: Media, Culture and Ethnicity
- Designing for the Internet
- Gender, Sexuality and Popular Culture
- Media Industries
- Motion Graphics
- Magazine Journalism

Year 3

Core theoretical modules

The final-year core theoretical modules will further extend your methodological skills. All students must take two core modules. Full-field and major students must undertake either a dissertation (8–10,000 words) or a Special Study (6,000-word piece of research combined with a shorter practical project). This is optional for half-field students.

Optional theoretical modules

You will also choose from a number of theoretical and practice-based option modules focusing on aspects of media and cultural studies, such as:

- A Change is Gonna Come: Global Perspectives and Cultures of Popular Music
- Online Journalism – Digital Media Theory
- Media Audiences
- Political Economy of Media and Communication in Europe
- Watch the Skies: Science Fiction Film and Television
- Popular American Fiction
- Journalism Ethics
- Independent Project in Digital Media
- Multimedia and Interactivity
- The Consumer Society
- Journalism and Diversity



Want to know more?
[www.kingston.ac.uk/
media](http://www.kingston.ac.uk/media)

Media & Cultural Studies staff

Our teaching team includes staff from a variety of disciplines within the humanities and social sciences. Their areas of expertise relate to aspects of media and cultural production, consumption and textual analysis.

Staff include:

- Dr Steven Bastow (director of studies)
- Dr Fan Carter
- Anita Howarth
- Dr Eleni Ikoniadou
- Dr Karen Lipsedge
- Dr Noha Mellor
- Dr Maria Mencia
- Dr Landé Pratt
- Fleeta Chew Siegel
- Dr Hager Weslati
- Professor Scott Wilson
- Dr Aybige Yilmaz

Our teaching staff have published widely on a variety of aspects of media and culture, including cultural and critical theory, Arab journalism, digital art, political communication, representation of national identity, lifestyle magazines, post-structuralist approaches to ideology, e-poetry, European identity, representations of domesticity, and the politics of culture.

"Our emphasis on teaching subjects relevant to the world today, and producing graduates able to make a positive contribution to that world, makes the educational experience on offer in our Faculty at Kingston unique among universities in the United Kingdom."

Professor Martin McQuillan
Dean of Faculty of Arts and Social Sciences

Entry requirements

Typical offer

- Points: single honours: 280 points
joint honours: 260–360 points depending on combination
- Units: to include two A-levels or equivalent
- Subjects: A-level Media Studies is not required but must be passed at grade C or above if taken. General studies accepted when one of three A-levels or equivalent.
- Key Skills: points accepted in tariff
- Plus GCSE: Mathematics and English Language and Literature (grade A–C)

Further requirements for combinations

Please see the course webpage for details.

International students

All non-UK applicants must meet our English language requirements. For this course it is IELTS of 6.5 overall, with special conditions for students who require a Tier-4 student visa. Please make sure you read our full guidance about English language requirements on the course webpage, which includes details of other qualifications we'll consider.

Other entry routes

- Access course
- International applicants and mature applicants with relevant qualifications are welcomed.

Joint honours combinations

Media & Cultural Studies is offered as a single honours degree or as a major, half or minor field in combination with the following subjects:

- Business
- Creative Writing
- Criminology
- Dance
- Design
- Drama
- Economics (Applied)
- English Literature
- Film Studies
- French
- History of Art, Design and Film
- Human Rights

- International Relations
- Journalism
- Politics
- Psychology
- Sociology
- Spanish
- Television and New Broadcasting Media

UCAS codes

For UCAS codes, please see the course webpage.

Open days

Several open days are held each year. Please contact the admissions office or visit the University website for more details.
www.kingston.ac.uk/opendays

Contact details

Course enquiries

Modular Admissions Office
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Student Funding Service

T: +44 (0)20 8417 3560
www.kingston.ac.uk/studentfunding

Disability and Dyslexia Support Services

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F: +44 (0)20 8417 4443
www.kingston.ac.uk/disability-and-dyslexia

International Office

T: +44 (0)20 8417 3411
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