

# JOURNALISM, DIGITAL MEDIA AND PR

Westminster offers one of the most varied arts and media portfolios in Europe, and as a student of journalism and digital media, you will work alongside students from film, photography, music, fashion, and art and design, in a unique hothouse of creative opportunity. Our media and communication research and teaching was placed in the top 50 in the QS World University rankings for 2017.

## Teaching and learning

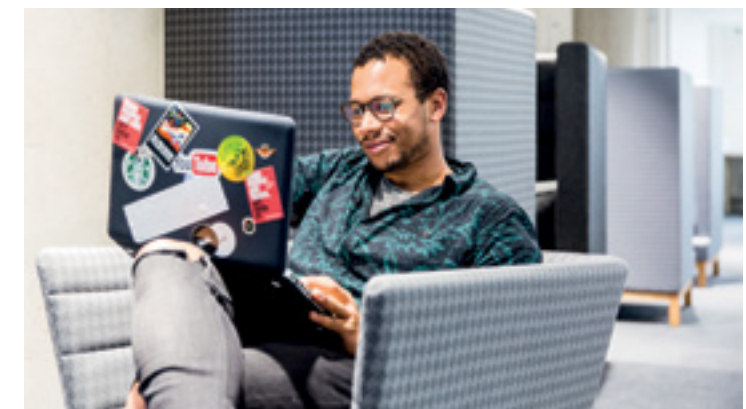
Our reputation for professional and practice-based education is matched by our distinguished record in academic teaching and scholarly research. Our students are taught by internationally renowned academics from Westminster's world-leading Communication and Media Research Institute (CAMRI), as well as by industry professionals and practitioners with a range of backgrounds.

## Employability

Our courses equip you with the skills to succeed in both traditional and new media and communications organisations, newsrooms, print journalism, public relations, radio, broadcast media, public sector and NGOs, and much more. All our degrees have strong industry links, and you are encouraged to do as many work placements as possible; for some of our courses work experience is a degree requirement. Recent graduates are working at the BBC (Radio One, Radio Four, 5Live), CNN, *The Week*, *Music Week*, Sky Sports News, *The Huffington Post*, BuzzFeed, Google News Labs, *The Guardian*, *The Independent*, The Telegraph Media Group, *The Daily Express*, *Cosmopolitan*, TalkSport, Kiss, Somethin' Else, Heart, Radio X and Free Radio.



**100%**  
of our Public Relations and Advertising students are in work or further study within six months of graduating



See also: Television, Film and Moving Image p168

Studio spaces at Harrow Campus

Data taken from [unistats.ac.uk](https://unistats.ac.uk) in December 2018

# DIGITAL MEDIA AND COMMUNICATION

## BA Honours

**Length of course:** Three years full-time

**UCAS code:** PP39

**Campus:** Harrow (see map p206)

**Entry requirements:** A Levels – BBC/ABB; International Baccalaureate – 27 points; BTEC Extended Diploma – DMM/DDM; BTEC Diploma – D\*D/D\*D\*. Overseas students require IELTS of 6.5 overall, with 6.0 in writing and speaking. See also p198.

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/journalism-and-digital-media](http://westminster.ac.uk/journalism-and-digital-media)



The Digital Media and Communication BA Honours is a communication degree for the 21st century. It is not tied to a particular media industry, but instead recognises the ongoing practical and conceptual convergence between technologies, industries and ways of communicating.

Our graduates are skilled researchers, critical thinkers and creative communicators. You will understand the production, distribution and uses of networked digital media, and will have informed critical perspectives on the social and cultural significance of mediated communication. Taught by established scholars from the world-renowned Communication and Media Research Institute as well as expert practitioners, you will develop high-level skills through academic study, by producing websites to a professional standard, and through devising and conducting an original research project. Many of our graduates build successful careers in the creative industries, but the degree will also enable you to work across a broader range of sectors and professions.

**“This is an exciting and modern course that has opened my mind to things I never knew and thought about! It’s fun and every day you learn something new. The lectures are interesting and the staff are helpful.”**

**Nathaly Martinez**  
Digital Media and Communication BA Honours, student

# JOURNALISM

## BA Honours

**Length of course:** Three years full-time

**UCAS code:** P500


**Campus:** Harrow (see map p206)

**Entry requirements:** A Levels – BBC/ABB; International Baccalaureate – 27 points; BTEC Extended Diploma – DMM/DDM; BTEC Diploma – D\*D\*. Overseas students require IELTS of 6.5 overall, with at least 6.0 in writing and speaking. See also p198.

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/journalism-and-digital-media](http://westminster.ac.uk/journalism-and-digital-media)



The Journalism BA Honours degree is a distinctively modern media course with creativity and employability at its core. It combines traditional reporting and writing with online, multimedia and networking skills, and is informed by world-leading media research and high-level industry connections and expertise. The course attracts a diverse group of students from across the UK, Europe and beyond. It draws on these strengths, along with the energy and industry connections of its London location, to offer a cosmopolitan and creative learning culture, a research-informed global perspective on the media, and a uniquely flexible structure which allows you to develop specialist skills and knowledge that suit your long-term career aims.

 **Being taught by former Top Gear director, then by media theorist Gauntlett later on this semester! @UniWestminster is so cool :!”**

**Dipali Limbachia (@DipaliLimbachia)**  
Journalism BA Honours, student

# PUBLIC RELATIONS AND ADVERTISING

## BA Honours

**Length of course:** Three years full-time

**UCAS code:** P210

**Campus:** Harrow (see map p206)

**Entry requirements:** A Levels – BBC/ABB; International Baccalaureate – 27 points; BTEC Extended Diploma – DMM/DDM; BTEC Diploma – D\*D/D\*D\*. Overseas students require IELTS of 6.5 overall with at least 6.0 in writing and speaking. See also p198.

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/journalism-and-digital-media](http://westminster.ac.uk/journalism-and-digital-media)



This course places equal emphasis on mastering practical skills and developing your academic potential. You receive intensive preparation for professional life from practitioners, and will understand the role of PR and advertising in society and their relationship with, and content for, all forms of the media – earned, owned and bought. You will also develop a critical understanding of the changing creative industries, their products and their audiences.

Westminster’s media research interests mean you study broader issues alongside students of journalism, digital media and radio. We also have strong links with the PR and advertising industries, inviting in a range of guest speakers, and organising events and visits. Work experience is readily available given London’s leading position in the world of PR and advertising.

**“Thanks to this course I got many helpful skills, such as presenting in public, being proactive and managing my time. My degree also helped me to undertake internships during uni, which opened doors for me post-graduation.”**

**Andrea Leonel**  
Public Relations and Advertising BA Honours, graduate

# RADIO AND DIGITAL PRODUCTION

## BA Honours

**Length of course:** Three years full-time

**UCAS code:** P312

**Campus:** Harrow (see map p206)

**Entry requirements:** A Levels – BBC/ABB; International Baccalaureate – 27 points; BTEC Extended Diploma – DMM/DDM; BTEC Diploma – D\*D/D\*D\*. Overseas students require IELTS of 6.5 overall with at least 6.0 in writing and speaking. See also p198.

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/journalism-and-digital-media](http://westminster.ac.uk/journalism-and-digital-media)



This degree provides intensive professional training by active practitioners to prepare you for a career in the radio and audio industries and related fields of digital production. You will learn how to produce audio and digital content for a variety of broadcast platforms, and in different formats, using the latest technology. Practical production work is complemented by academic scholarship in media theory. Our lecturers are among the top names in their field, and together we will help you develop the necessary skills in entrepreneurship and employability, to prepare you for the workplace.

Our graduates are working for the BBC, independent production companies and in the commercial radio sector as broadcast assistants and producers, studio managers, and digital content and social media producers. Others have become successful freelancers, presenters, DJs, marketing executives and music promoters.



**ScreenSkills** (see page 182)

**“I have been given opportunities to grow tremendously in both my personal and professional life. I have gained skills that will allow me to enter the radio sector with a head start and invaluable connections that will last through my career. I produced on a national award-winning student radio show. Now, I am Station Manager – an amazing learning opportunity.”**

**Pulama Kaufman**  
Radio and Digital Production, student  
Nationality: USA