

MEDIA AND COMMUNICATION

Several of the MAs in this subject area are the first of their kind in the UK, and all lead the way in establishing new avenues of practice and disciplinary thought. Taught by international practitioners, theorists, leading researchers and industry professionals, we foster students' capacities for developing creative media practices and theory together alongside media, industry and academic research.

This is a period of unprecedented change in communication. Our courses teach students to explore and understand media and communication in the context of the individual, organisations, society and globalisation during this time of rapid change. We have an interdisciplinary approach to issues ranging from communication policy to global media, development to diversity and social media to social change.

The teaching is connected to research conducted in the University's Communication and Media Research Institute (CAMRI), one of the world's leading research centres for media and communication studies, with 52 per cent of its research being assessed as "world-leading" and 35 per cent as "internationally excellent" in the latest UK-wide research evaluation (REF2014).

Our graduates go onto a wide range of careers in the media industries: journalists, campaign communicators, teachers, academics, editors, curators, media practitioners, writers and entrepreneurs, in areas like advertising, publishing, film and television distribution and production, new media production and marketing, app development and a range of public and private organisations and non-governmental organisations.

Empowering. This course for me has been empowering for so many personal and professional reasons. I now have a clear idea of the kind of campaigning I want to do and importantly, why.

Isobel Cortes Colque, Media, Campaigning and Social Change MA



"Our courses have been the springboard for career and entrepreneurial success in creative industries across the globe. We count leaders in social change, media, communications and public relations amongst our alumni"

Charles Brown, Course Leader



Length of course: one year full-time or two years part-time, starting in September
Location: Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page:
westminster.ac.uk/communication-ma

This highly regarded course offers a rigorous analysis of the political, economic, cultural and sociological factors which shape the practices and outcomes of the media.

It will give you the opportunity to study and research the main ways in which social scientists have analysed the role of mass media and communication, and how to develop, evaluate and apply research to evaluate those theories.

The MA ensures that you will receive a relevant, well-grounded, high-quality education and skill base and a clear and comprehensive understanding of communication and the media. It is designed both for those who already work in or want to work in the media and for those who want to go on to pursue further academic research in media and communication.

Course content

Based on continuous assessment, the course is taught in lectures and seminars by the team from Westminster's top-rated Communication and Media Research Institute (CAMRI).

You will be part of a bustling, multicultural academic department which boasts a strong research culture.

You will be able to attend the regular talks by external speakers (academics and practitioners) on a variety of communication and mass media issues.

Core modules

- Advanced Independent Study
- Researching Media and Communication
- Theories of Communication

Option modules

- Chinese Media
- Communications Policy and Development
- Digital Media Business: Strategy and Entrepreneurship
- Global Media
- Media, Activism and Politics
- Media Audiences in the Digital Age
- Policies in Digital Convergence
- Political Analysis of Communication Policy
- Political Economy of Communication
- Sociology of News
- Study Skills (No Credits)
- Technology and Communication Policy

Associated careers

Graduates have found jobs in middle and upper management in the media industries, as well as in the broader private sector (eg consulting and advertising firms), the public sector (eg government ministries, regulatory authorities), international organisations and NGOs.

Length of course: one year full-time or two years part-time, starting in September
Location: Central London (Cavendish) and Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page:
westminster.ac.uk/data-culture-and-society-ma

We live in an age where almost everything we do is connected to data. Big data and datafication – the increasing transformation of multiple aspects of everyday lives into digital data – pose great opportunities but also risks for contemporary societies. The Data, Culture and Society MA places an emphasis on current and future technologies and practices such as algorithms, artificial intelligence, big data, blockchain, data analytics and data mining, the Internet of Things, and others.

This multidisciplinary course brings together media/communication studies and computer science. It combines hands-on and applied approaches with theoretical learning and critical analysis.

You will be introduced to the tools and approaches that can be used for collection, analysis, management and visualisation of data, as well as to the skills needed to critically think about the ethical, cultural, social and political implications of their practice.

Course content

The course is taught in the form of lectures, seminars, workshops, and computer lab sessions. You will apply tools and technologies to your own data challenges and projects, including from your existing professional or cultural, political, social and economic environments. The course also features optional modules from a range of disciplines across the University: Media and Communications, Law, Computer Science, Politics and International Relations, Cultural Studies.

Core modules

- Data and Society 1
- Data and Society 2
- Data Systems Concepts and Fundamentals
- Major Project

Option modules

- Social Media: Creativity, Sharing, Visibility
- Political Economy of Communication
- The Politics of Global Complexity
- AI and Society
- Data Visualisation and Dashboarding
- Digital Cultures
- Critical Theory, Social Media and the Internet
- Policies for Digital Convergence
- Data Mining and Machine Learning
- Legal Aspects of Electronic Commerce

Associated careers

The substantial growth in the number of jobs related to the digital and data world will further the need for graduates able to combine creative, applied and theoretical, and critical data skills with an ever wider range of subject areas. Graduates from this programme will be fully capable and confident to combine these skills during their careers. Students who complete the Data, Culture and Society MA can work in a wide variety of sectors connected to data in different ways: media and creative industries, PR and advertising, consulting and think tanks, start-ups, research and development, regulation and policy, data and knowledge-based companies and organisations and data management. Possible roles that graduates can work in may include Digital Campaigning, Marketing Insights; Marketing Data Manager; Archivist; Social Data Analyst; Data Analyst; Data Specialist; Data Strategist, Investigative Analyst; Project Manager, Data Policy Advisor; Customer Data Analyst.



DIGITAL AND INTERACTIVE STORYTELLING LAB MA

Length of course: one year full-time, starting in September
Location: Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page:
westminster.ac.uk/digital-and-interactive-storytelling-lab-ma

The Digital and Interactive Storytelling LAB MA (disLAB) is an inspiring fresh and innovative course. It is designed to turn you into a formidable digital storyteller, making you invaluable for a wide range of industries. The course adopts the popular and emergent media laboratory ethos, which means during the year you will experiment, produce, test, iterate and spearhead a wide range of digital-first projects for multi-platform story formats. This design thinking process underpins a key framework of the course, reflected in its five modules. Your work will be supported by theoretical research, expertise on mobile platforms, digital interactive communication and engaging supportive staff.

The course delivers internationally renowned industry-level professional expertise in visual communication from photography to cinema journalism, interactive narratives and apps for change. You'll be involved in creating content that extends beyond current ideas in multimedia and online productions. The aim is to be progressive in the field of communications and advance storytelling.

Your participation through literature and practical research, group discussions, turn taking and agile problem-solving is integral to maximising the experience of the disLAB. We recognise how competitive the job market currently is, therefore this Masters has been created to develop your skills and knowledge in a way that will enhance your career.

Course content

The Digital and Interactive Storytelling LAB MA prepares you for a range of industries, present and future, as entrepreneurial content creators, mobile and platform producers, cinema and video journalists, interactive factual narrators, social marketers and project managers.

The content is structured around a knowledge of platforms and three major fields: cinema (video) journalism, photographic communication and interactive factual narratives, which are seamlessly knitted together into five modules.

The course incorporates an agency media LAB approach to learning through knowledge sharing and project completion which is pragmatic. It underpins problem solving by practitioners and cohorts evolving theories and practice. The goal is the production of digital stories and/or interactive factual narrative. The method is through iteration and collaboration.



Core modules

- Creativity, Design and Platforms
- Digital and Interactive Storytelling Core
- Ideas and Concepts in Digital and Interactive Storytelling
- The Business of Digital and Interactive Storytelling
- Major Project

Associated careers

The course is mainly geared at giving you the right support and methodology to develop your interactive project during the course.

The critical awareness and the iterative methodology that you will gain will then serve you to remain competitive in the digital creative industries you might enter in the future, regardless of the technologies they use.

DIVERSITY AND THE MEDIA MA

Length of course: one year full-time or two years part-time, starting in September
Location: Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page:
westminster.ac.uk/diversity-and-the-media-ma

This is an exciting and highly innovative course developed in collaboration with the Media Diversity Institute (an NGO that works for the promotion of responsible and ethical journalism across the world).

The course seamlessly combines theory and modules providing or containing hands-on practical training in journalism or campaigning and public relations related to social and cultural diversity.

The course will give you the opportunity to study and research the main ways in which social scientists analyse the role of the mass media in the social construction, representation and understanding of difference and social diversity, and to get a critical understanding of the social and media structures and journalistic practices that impact upon these processes. It will also equip you with practical skills that will enable you to produce your own media project on a topic related to social and cultural diversity.

Course content

The course combines a portfolio of theory modules aimed at developing your knowledge and critical understanding of the processes of managing and making sense of cultural diversity, key issues in intercultural communication and of various aspects of the sociology of news with a number of practice-oriented modules intended to give you first hand experience in the practice of inclusive journalism.

Drawing upon a unique combination of rigorous theoretical engagement and specialist practical training, this course is designed to equip you with a comprehensive conceptual/theoretical grounding and the practical skills to engage in responsible media coverage of diversity, to practice culturally informed and inclusive journalism and to develop a career (whether practical, strategic or research-based) involving understanding and responding to the challenges of social diversity.

Over the years, we have established a programme of internships with our partner institution, the Diversity Media Institute, whereby a number of students from the Diversity and the Media MA are incorporated as interns in the offices of the Diversity Media Institute, an international NGO that works with media organisations, editors and journalists across the world in promoting ethical and inclusive journalism practice. In addition to your final degree and upon successful completion of certain module components, you can be awarded study certificates by Adobe on Adobe suite modules such as Photoshop, Illustrator and Premiere Pro.

Core modules

- Advanced Independent Study
- Approaches to Social and Cultural Diversity
- Diversity in the Media: Models, Institutions, Practices

Option modules

Option List A:

(At least one module from this list should be taken in semester one)

- Digital Media Production
- Journalism Practice and Inclusive Society

Option List B:

- Digital Media Production
- Global Media
- Issues in Journalism: Freedom, Ethics and the Law
- Journalism Practice and Inclusive Society
- Media, Activism and Politics
- Media Audiences in the Digital Age
- Reporting Diversity: Gender, Sexuality, Age, Disability
- Social Media
- Strategic Campaign Communications
- The Sociology of News

Associated careers

This course is designed to attract a mix of new graduates, often with a media-related degree or work experience, and people who have already worked in journalism, but want to enhance their understanding of social diversity and their skills in the area of inclusive journalism. It is suitable for existing media professionals who want to reflect on their practice as journalists, as well as students who want to pursue a career in the media, national and local government, IGOs and NGOs or who intend to embark on a relevant research/academic career.

It will be a valuable asset for civil servants and local authority staff, NGO workers working on immigration, equality, social inclusion and cohesion and community regeneration whose duties involve communication and media work.

Length of course: one year full-time or two years part-time, starting in September
Location: Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page: westminster.ac.uk/global-media-ma

From Al Jazeera to Hollywood, News Corporation to China Central TV and the growth of internet platforms, the media increasingly operate in a global context. This course offers a comprehensive interdisciplinary approach to global media and is designed for those who work in, or want to work in, the media industries.

You will examine key developments in the media and communications industries associated with the logic of globalisation, and explore the complex nature of the globalisation process in the media. You will gain a relevant, well-grounded, high-quality education and skill base, enabling you to develop a clear and comprehensive understanding of communication and the media.

Course content

Based on continuous assessment, the course is taught in lectures and seminars by the team from Westminster's top-rated Communication and Media Research Institute (CAMRI). You will be part of a bustling multicultural academic department which boasts a strong research culture, and you will be able to attend the regular talks by external speakers (academics and practitioners) on a variety of communication and mass media issues.

Core modules

- Advanced Independent Study
- Global Media
- Researching Media and Communication

Option modules

- Chinese Media
- Communications Policy and Development
- Digital Media Business: Strategy and Entrepreneurship
- Media, Activism and Politics
- Media Audiences in the Digital Age
- Policies for Digital Convergence
- Political Analysis of Communication Policy
- Political Economy of Communication
- Sociology of News
- Study Skills (no credits)
- Technology and Communication Policy
- Theories of Communication

Associated careers

Graduates have found jobs in middle and upper management in media industries, as well as the broader private sector (eg consulting and advertising firms) and public sectors (eg government ministries, regulatory authorities), international organisations and non-governmental organisations.



Length of course: one year full-time, starting in September
Location: Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page: westminster.ac.uk/international-media-business-ma

The course has proved successful in enabling students to access both traditional and new jobs generated by the creative industries, which have become key drivers of economic growth across the world.

The International Media Business MA will develop your creative production skills, specific business and financial skills and your entrepreneurial skills to enable you to work in the full range of large, medium and start-up creative business.

Course content

Whether you are planning a career in a creative or media organisation or seeking to create your own new business start-up, the International Media Business MA provides the skills you will need to prosper; in analysing information, identifying business opportunities, planning operations and producing content. The course allows you to take an option module in a range of specialisms from Advertising to Fashion PR to Marketing.

The course is designed to enable you to find and take up work placements and internships at media organisations in London during the course of your studies. The work experience module is taught by the team from Westminster's Creative Enterprise Centre (westminster.ac.uk/cec) and includes a regular newsletter of creative work experience and placement opportunities. Our students have successfully completed internships at TV production companies like the BBC, technology companies like Google and Youtube as well as many other multimedia, advertising and news organisations in London. Some have continued to work in London after graduation, sometimes successfully starting their own businesses here.



Core modules

- Digital Media Production
- Digital Media Enterprise: Strategy and Entrepreneurship
- Media Markets
- Media Work Experience
- Either Dissertation or Professional Project

Option modules

- Digital Media Development and Production
- A semester 2 option module agreed with Course Leader e.g. Consumer PR, Fashion PR, Marketing etc.

Associated careers

Most graduates of the course find work in the creative and media industries around the world soon after graduation; some starting at an entry level, others rising quickly to a more senior level. A smaller number of graduates have started their own media businesses or worked in non-media businesses.

MEDIA AND DEVELOPMENT MA

Length of course: one year full-time or two years part-time, starting in September
Location: Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page: westminster.ac.uk/media-and-development-ma

The Media and Development MA is an interdisciplinary course that teaches main theories, concepts, case studies and practical media skills around the theme of media and development and its implications for less developed countries.

The course will provide you with a unique blend of theory and practice teaching, aimed at deepening your knowledge of the history of communications within the development process of emerging economies. It will critically evaluate the impact of international and regional institutions from a critical political economic perspective.

Teaching by academic staff, guest lecturers and other carefully selected staff from development organisations will provide you with an overview of the policies, actions and impact of state and non-state institutions within the area of communication media and development.

Course content

A distinctive feature is its emphasis on the practical role of communication media in development. You will participate in media production workshops and take part in our internship programme, offered in partnership with media and development organisations in London.

As part of the work experience module, students participate in an extensive NGOs and media seminar series featuring experts and panel discussions. The work placement programme is in line with the University of Westminster's strategy of nurturing the critical practitioner.

Core modules

- Advanced Independent Study (Dissertation/Project)
- Communications Policy and Development
- Theories of Communication
- Theories of Development

Option modules

- Approaches to Social and Cultural Diversity
- Digital Media Business: Strategy and Entrepreneurship
- Digital Media Production
- Global Media
- Journalism Practice and Inclusive Society
- Media, Activism and Politics
- Media Work Experience
- Policies for Digital Convergence
- Political Analysis of Communications Policy
- Political Economy of Communication
- Reporting Diversity: Gender, Sexuality, Age, Disability
- Researching Media and Communication
- Strategic Campaign Communications
- Technology and Communication Policy
- The Sociology of News

Associated careers

The Media and Development MA is suitable for you if you would value an opportunity to be able to reflect critically on the role of media in the process of development and learn practical skills.

The course will be of interest to you if you have a background in working for governmental, intergovernmental and nongovernmental organisations and a range of international business organisations, while at the same time providing appropriate preparation for those seeking employment in such fields or, indeed, wanting to prepare for further studies for a higher degree, including a PhD.

While the majority of our graduates will return to more senior posts with improved skills, knowledge and qualifications gained from their year with us, we would expect them to apply for jobs at development organisations such as Internews, BBC Media Action, Oxfam, Save the Children, Red Cross, ActionAid, Panos, DfiD, Intermedia, Institute of War and Peace, Christian Aid, WACC, OneWorld and War on Want.

MEDIA MANAGEMENT MA

Length of course: one year full-time or two years part-time starting in September
Location: Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page: westminster.ac.uk/media-management-ma

The Media Management MA aims to equip you with skills, knowledge and tools required in order to pursue a successful career in media management. It seeks to provide an advanced understanding of the challenges facing media organisations and enable you to participate fully in the identification and resolution of both strategic and operational challenges.

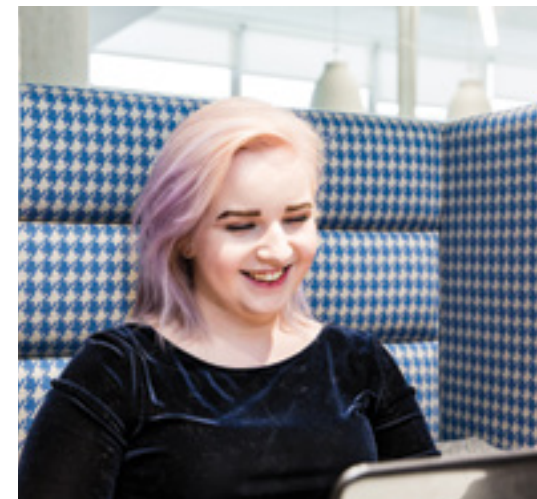
The course seeks to develop your problem-solving, creative management and critical thinking skills. Whether working for media firms or creating their own businesses, our students are well-suited to dynamic environments which require professionals to:

- Identify and analyse strategic and operational opportunities and problems;
- Synthesise viable solutions and shape new initiatives;
- Implement plans, winning their acceptance within the organisation and transforming vision into reality.

The Masters develops your ability to understand and engage with the ways in which media and content companies are responding to economic, socio-cultural, technological and political change.

Course content

Rooted in a solid foundation of media management theory, the modules on the programme combine a number of interconnected strands, allowing you to explore your own interests and specialisms.



Core modules

- Media Management: Theoretical Foundations and Application
- Media Markets
- Digital Media: Development and Production
- Media Innovation and Entrepreneurialism

Option modules

You can choose two option modules in the second semester:

- Digital Media: Distribution and Marketing
- Media Futures
- Strategic Planning in Advertising
- Developing Effective Leadership within Media Organisations

All students undertake a major culminating project – either an academic dissertation or a professional project defined in association with their supervisor.

The course is delivered by academic staff with lengthy experience of advising and managing media organisations. Teaching methods are based around practical problems and include in-class exercises and individual and group projects and assessment. Assignments will enable you to develop and apply your skills in creative project development and business planning.

Associated careers

Graduates of the course are working in mid-level and senior positions in analysis and consultancy, business development, content distribution, and creative team leadership. They occupy managerial roles within media organisations and specialise in a range of disciplines including marketing, project management, regulation and policy formation and strategy development.

Graduates from the Media Management MA have found roles in a wide variety of media organisations including: CCTV, Hunan Television, State Administration of Radio Film and Television (China), the BBC, eBay, BskyB, DigitasLBI, Mediacom, Screen Digest (UK), Deutsche Telekom (Germany), NTV (Russia), MBC (South Korea), NDTV, Hindustan Times (India), Welhoo (Finland) and Globo TV (Brazil). Success in their Masters has allowed many to move into more senior roles within the businesses they have been working in, to transfer to new sectors of the media or set up their own businesses.

MEDIA, CAMPAIGNING AND SOCIAL CHANGE

MA

Length of course: one year full-time or two years part-time, starting in September

Location: Harrow and Central London (see map p196)

Fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page p192

For full and most up-to-date information, see course web page: westminster.ac.uk/media-campaigning-and-social-change-ma

This innovative Masters degree aims to equip you with the skills, knowledge and strategic approach to develop and analyse social change campaigns and activism with a particular focus on the role of communications and the media.

This is the only postgraduate programme of its kind, and has a flexible delivery to suit both full-time and part-time students.

The course builds on our close links with leading campaigners and communicators in London's vibrant social change sector. An advisory panel, with representatives from Amnesty UK, Friends of the Earth, WaterAid, SumOfUs, Advocacy Hub, Campaign Bootcamp, FairSay and The National Council of Voluntary Organisations among others, will ensure we always reflect the skill sets in demand and deliver an exciting learning experience.

A limited number of work placements and internships will be available. The course is aimed at those with some experience or interest in social change, the media and communications or campaigns within not-for-profit organisations.

The course will help you improve your practical skills, develop a deep understanding of the theories and frameworks that underpin and shape campaign communications, and enjoy the space to reflect critically on current and past practice. It is designed to help you start or progress a career in charity, pressure group or public sector campaign communications. It may also be of interest to those working in corporate social responsibility.

Alumni work in a range of senior campaign and communications roles in charities, NGOs, agencies, think tanks and government departments.

Course content

The three core modules make up the Postgraduate Certificate. Students can take another three modules to complete a Postgraduate Diploma.

Students wanting to take the Masters course also complete either a 15,000 word research dissertation, or a professional practice project (which can be work-based).

Core modules

- Critical Issues in Campaigning
- Media, Activism and Politics
- Strategic Campaign Communications
- Dissertation or Professional Project

Option modules

- Approaches to Social and Cultural Diversity
- Communications Policy and Development
- Digital Media and Critical Theory
- Digital Media Production
- Global Media
- Journalism Practice and Inclusive Society
- Media and Content Strategy
- Media Audiences in the Digital Age
- Political Economy of Communication
- Reporting Diversity: Gender, Sexuality, Age, Disability
- Researching Media and Communication
- Social Media
- Sociology of News
- Technology and Communications Policy
- Theories of Communication

Associated careers

This course is particularly relevant if you want to start or to progress a career in communications and campaigning for social change, whether in a charity or non-governmental organisation; in a public sector body; in a political party or election campaigning setting; or even in a corporate social responsibility role. It could also be a stepping-stone towards a PhD and an academic career in this growing field of study.

MULTIMEDIA JOURNALISM – BROADCAST OR PRINT AND ONLINE

MA/Postgraduate Diploma

Length of course: one year full-time or two years part-time, starting in September

Location: Harrow and Central London (see map p196)

Fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page p192

For full and most up-to-date information, see course web page: westminster.ac.uk/multimedia-journalism-broadcast-ma
westminster.ac.uk/multimedia-journalism-print-and-online-ma

The course offers a hands-on curriculum that allows you to develop your core journalistic skills. In both pathways, you will learn to master a broad variety of media formats from writing and reporting, to social media and video or audio. Besides writing and broadcasting, the course emphasises contemporary digital skills which will place you in high demand in an ever-changing world of content creation and distribution. Being partly taught at our Regent Campus in the heart of London you will get the opportunity to report stories of this dynamic city in walking distance of the BBC and BuzzFeed. You will be given full training in using our up-to-date media resources, ensuring that you graduate from the course as a multi-skilled journalist being competent in digital media, written journalism and in video.

Our teaching staff are highly experienced journalism professionals, and our graduates go on to work with a variety of leading media organisations including BBC TV and Radio, BBC News Online, CNN, ITN, Russia Today, Al Jazeera, the Financial Times and The Guardian, Condé Nast and many other media houses in Britain and around the world.

Course content

There's a strong emphasis on learning through hands-on practice, in small class groups, using our professional standard facilities. Most of your assessed course-work will be 'real' journalism assignments, a preparation for the world of contemporary journalism. As well as regular classes taught by experienced journalists on our staff, we also invite other media professionals as guest speakers or to critique student work.

You will have the chance to air your work on Smoke Radio, the University's multi-award-winning internet radio station, or post items onto the MA's own news site.

Core modules

Broadcast Pathway:

- Broadcast News
- Digital Journalism Production
- Documentary Skills
- Issues in Journalism
- Multimedia Journalism Skills
- Final Project (MA only, 60 credits, to be chosen among: Final Project Emerging Journalism; Final Radio or Video Documentary Project)

Print and Online Pathway:

- Digital Journalism Production
- Issues in Journalism
- Multimedia Journalism Skills
- News and Feature Writing
- Final Project (MA only, 60 credits, to be chosen among: Final Project Emerging Journalism; Final Journalism Project)

Option modules

Both Pathways:

- Emerging Journalism
- Investigative Journalism
- Magazine Project
- Sociology of News
- Sports Journalism
- Travel Journalism

Professional accreditation

Both pathways of this MA have been accredited by the Broadcast Journalism Training Council (BJTC) which means we provide industry backed journalism training for online, TV and radio. Our students regularly win BJTC awards and the course has been awarded the BJTC award for excellence in teaching.

Associated careers

Though designed to prepare you for a career in journalism, this course could also lead to a career in public relations, communications or any other professional pathway which requires effective communication skills and the use of convergent media.



PUBLIC RELATIONS MA

Length of course: one year full-time or two years part-time, starting in September
Location: Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page:
westminster.ac.uk/public-relations-ma

This course is designed to produce the future leaders of the public relations industry. You will learn the practical skills required to embark on a career in PR as well as the research and analytical skills that will help you get ahead.

You will plan and produce creative content for PR campaigns including videos and blogs, and get to know the respective roles of earned, social and paid media, as well as conducting evaluation, and writing research reports and essays. You will also explore industry issues, such as professional ethics and cultural diversity. Your studies culminate in a dissertation or final professional project.

Course content

The course combines practical skills with theory and analysis, and is highly participative. You will take part in workshops, debates, seminars, presentations and group exercises including making pitches and presenting creative campaign ideas.

There are no formal examinations on this course. You are assessed on course work including essays, presentations, blogs, group work and your participation in class exercises.

Core modules

- Communications Planning and Management (practice module)
- Media and Content Strategy (practice module)
- Persuasion, Propaganda and Influence (theory module)
- Public Relations in Society (theory module)
- Public Relations Dissertation or Final Professional Project (theory or combined theory/practice module)

Option modules

The option modules are taught by leading practitioners and allow you to develop your interest in specialist sectors within the PR industry.

You choose two option modules:

- Brand and Marketing Communications
- Corporate Communications and Reputation Management
- Fashion Promotion and PR
- Strategic Planning for Advertising



Professional accreditation

The course is closely linked to London's PR industry, and is one of a select few chosen by UK professional PR bodies, the Public Relations Consultants Association (PRCA) and the Chartered Institute of PR (CIPR) for university accreditation. These connections will help you gain the knowledge and understanding you need to work in PR.

Associated careers

This course is particularly relevant if you want to start, or to progress, a career in public relations or one that involves communications with either internal or external stakeholders.

SOCIAL MEDIA AND DIGITAL COMMUNICATION MA

Length of course: one year full-time or two years part-time, starting in September
Location: Harrow (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page:
westminster.ac.uk/social-media-and-digital-communication-ma

The Social Media and Digital Communication MA has been designed to develop a critical understanding of contemporary networked digital media. Social media have challenged how we understand communication, democracy, news, relationships, privacy, advertising and entertainment. Social media have captured the attention and imagination of hundreds of millions of people. It enables its users to develop and display their creativity, to empathise with others and to find connection, communication and communion. But social media have also captured those users' personal information, and turned their daily lives into commercial data through business models built around surveillance.

Course content

This MA degree develops an advanced and in-depth knowledge of contemporary digital media and communication through systematic study. It offers the social science and humanities expertise of Westminster's world-leading Communication and Media Research Institute (CAMRI). The course examines social media as industries and as central sites for understanding the cultural politics of everyday life. It explores the meanings of sharing and privacy, of remix cultures and new forms of journalism, of new forms of communication and new forms of citizenship. It connects social media to other digital phenomena such as the internet of things, Big Data and media convergence. In its core modules, learners engage with questions of media technologies and texts, of platforms and users, and of how networked digital media are adopted and adapted in an environment built around the convergence of personal and public communication. Option modules offer specialist emphases on: digital media and critical theory; data and society; political economy; activism and politics; news and journalism; globalization and communication. All learners will develop high-level skills in research, critical thinking and communication.

Core modules

- Social Media
- Social Media Research Project
- Theories of Communication

Option modules

- Digital Media and Critical Theory
- Data and Society 1
- Data and Society 2
- Global Media
- Media, Activism and Politics
- Political Economy of Communication
- Researching Media and Communication
- Sociology of News

Another 20 Credit Level 7 module for which the student meets the prerequisites and gains the permission of the Course Leader(s). The selected module must fit with your timetable and the course's goals.

Associated careers

Graduates of the Social Media and Digital Communication MA are able to work in a wide range of sectors and professions. The degree will benefit those seeking a competitive edge in a careers market that values high-level skills in communication, research and critical thinking. This degree will be of particular interest to those who plan to work in the creative industries, as well as those already working in this field. The course will also be of interest to students working in non-profit sectors, including NGOs and advocacy groups. It also provides an excellent preparation for those planning to continue their studies to PhD level. The MA places particular emphasis on those transferable skills that have always been central to an education in the humanities or social sciences: these are core skills in research and analysis, in critical thinking, and in communication. Our graduates develop these to advanced levels, along with their knowledge and understanding of networked digital media and their social and cultural contexts. Graduates of this degree are informed, critical, adaptable, resourceful and creative. They are able to work both independently and collaboratively in roles that require advanced skills in finding, generating, analysing and communicating ideas and information, such as research, consultancy, administration and management.