Undergraduate Degrees 2020

Media and Cultural Studies

lancaster.ac.uk/media-and-culture
Studying in our Department will be challenging, fulfilling and life changing. Our degrees offer you the opportunity to enhance your understanding of our complex social world, now and in the future; to gain experience of doing research; and to develop your employability and life skills. Established in 1969, Lancaster Sociology has developed an excellent global reputation and today we are among the top departments in the UK and the world. You will be taught by some of the most talented and passionate scholars in Media and Cultural Studies. If you wish, you can elect to combine your degree with Film Studies or take our pathway in Gender and Women’s Studies; both of these subjects are highly complementary to Media and Cultural Studies. Disciplines we teach and study will open up your curiosity about the world we live in. You will grow into an independent learner as you progress and find your own scholarly interests, in the same way that we have found ours.

Student experience is at the heart of everything we do. We encourage your participation in all the opportunities Lancaster University life has to offer; from field trips, work placements and studying abroad, to the film screenings, departmental seminars, public events and major international conferences we hold here. Our staff and students engage with important local, national and international debates around social and cultural issues, via the news and social media, campaigns and activism, and public talks. Our student ambassadors and representatives ensure that your experience and voice is at the centre of departmental life.

We look forward to welcoming you and offering you the opportunity to secure a first-class university education in a supportive, intellectually vibrant and friendly environment.
Media continuously influence the way we live our lives, get in touch with others, and are informed about the world. As global citizens we are surrounded by a huge variety of messages, texts, images, and representations communicating a host of competing ideas, opinions, and values.

But how much do we really know about how these texts and images are produced and shared, in what contexts they circulate, and how they are received? Contemporary media are seldom subject to intense scrutiny and critical interrogation except during feverish moments of scandal, crisis, or sudden technological change.

Our Media and Cultural Studies programme provides you with the theoretical insights, analytical skills, and wide-ranging knowledge needed to explore the production, consumption, and meaning of media in an ever-changing technological landscape. We provide you with the tools and knowledge to investigate the social, economic, political, and practical dimensions of media in a global cultural setting, and to recognise the key roles of media in shaping who we are, what we think, and what we value.

### Our digital media studio

Whether it is looking at audio-visual storytelling in journalism or at the relationship between social media and activist campaigns, optional modules on your degree will help you to experiment with media practice while also studying its social and cultural role. As a student in our Department, you will have access to a wide range of equipment and facilities to support your studies.

**Currently our equipment and facilities include:**

- Videography and Photography
  - 8 Canon EOS 77D DSLRs with 18-135mm IS USM lenses with memory cards
  - 5 Canon CX10 4K Video Cameras with memory cards
  - 4 lighting kits
  - 13 tripod kits
  - 13 light reflectors
  - 1 camera gimbal

- Audio Recording and Editing:
  - 13 lavalier mics
  - 8 audio recorders and cases
  - 13 shotgun mics
  - 15 headphones
  - 16 headphone splitter cables
  - 5 Blue Yeti USB microphones and windscreens

- Computer Programming:
  - 1 24-port managed switch with monitor mode
  - 10 Raspberry Pi 3 Model Bs for programming
  - 10 Raspbian SD cards, preloaded with operating system
  - 8 Raspberry Pi power supplies
  - 4 network cable crimper tools
  - 1 300-meter cat5e network cable
  - 10 16GB USB drives

- Accessories:
  - 13 carrying cases for DSLRs and video cameras
  - Rechargeable batteries and charging docks for cameras, recorders, and video cameras
  - SD cards for video cameras and DSLRs

You will also be able to use the computer labs on campus which have Adobe Creative Cloud for producing and editing digital content.
A supportive academic environment

Student support
You will be assigned an academic tutor in the Department to act as your first point of contact and to provide support. Students are also actively involved in departmental committees, giving you the chance to express your views and inform what we do.

Teaching
You will be taught in lectures and small groups of students in seminars. Seminars are an opportunity for you to discuss readings, try out new ideas, and take part in practical activities, as well as getting to know your fellow students and staff. Some modules in our department also have hands-on workshops, film screenings, or field trips.

Lancaster University has been awarded the highest possible score in the UK government’s 2017 Teaching Excellence Framework (TEF) ratings. Our TEF Gold rating is based on high quality teaching, excellent teaching facilities and the good careers our graduates go into.

Assessment
As well as writing essays and exam papers, we use innovative assessment methods, such as presentations, posters, scenarios and assessments where you make blogs, vlogs, or conduct your own interviews.

Study Experience Fund
This newly established fund is used to take students off-campus for interesting activities, and to bring experts and guest speakers into our classrooms to tell us about their research, campaigning and experiences.

Placement year
With many of our degrees you can apply for a Placement Year version of the degree where you would spend Year 3 doing a placement with a public, private or voluntary organisation.

An experience like this could boost your employment prospects and allow you to apply your academic ideas in practice. Placement applications are competitive, so to give you the best chance of success, you’ll be supported throughout the process by our team; including taking special, preparatory modules. If you are successful in securing a placement you would complete a reflective portfolio upon your return to showcase your experience; then in Year 4 you would return to the University to complete your academic studies.

Work placement and internships
We offer many opportunities to integrate shorter work placements into your studies, including:

- Independent Research Project - Work with an external organisation in your final year project.
- Schools Volunteering Placement - Gain hands-on classroom experience in your second year.
- FASS Internship Scheme - Paid work placements that you can apply to undertake during vacation periods.
- Richardson Internship Programme - Develop your research skills on real-world projects working with NGOs, think tanks, charities and faith-based organisations.

Find out more about the many Placement and Internship opportunities that will be open to you at: lancaster.ac.uk/fass-placements

Global experiences
Lancaster is a truly international university, with students and staff from over 100 different countries and 144 partner institutions around the world. Your global experience is about living and learning with people from different cultures whether through your course, your college or your Students’ Union. You’ll be able to access horizon-expanding opportunities around the world. You can study abroad for your second year at one of our partner universities, currently located in Australia and North America. Alternatively you could take a short trip in the Easter or summer vacation to destinations such as the US, Malaysia, India and China. These trips include meeting local students and businesses as well as academic study and cultural discovery.

See study abroad case study on page 18.
Degrees and entry requirements

<table>
<thead>
<tr>
<th>Degree</th>
<th>Duration</th>
<th>UCAS code</th>
<th>Typical offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Media and Cultural Studies</td>
<td>3 years</td>
<td>LP63</td>
<td>ABB</td>
</tr>
<tr>
<td>BA (Hons) Film, Media and Cultural Studies</td>
<td>3 years</td>
<td>PL36</td>
<td>ABB</td>
</tr>
</tbody>
</table>

Placement year degrees

You can take a placement year with most degree programmes. With specialist support and dedicated modules, you will apply for a professional, paid work placement in Year 3 and return to Lancaster to complete your degree in Year 4. Read more: lancaster.ac.uk/placementyear

Study abroad degrees

Study abroad is an option for most degrees. You spend Year 2 studying at one of our international partner universities, where teaching is in English, before returning to complete Year 3 at Lancaster. Read more: lancaster.ac.uk/study-abroad

Maarten Michielse
Director of Media and Cultural Studies

As director of the Media and Cultural Studies programme, I am proud of the wide range of expertise we have in our teaching and research team. This includes colleagues with expertise in (digital) technology, television, journalism, audio and music culture, visual culture, and social media.

You’ll study a variety of media-related topics, thinking critically about what it means to produce and consume media in an ever-changing technological and cultural landscape. You’ll also get to be creative with images, audio, video, and text.

Modules in depth

Please note that we keep our degree programmes under constant review, and also regularly introduce new modules. In any academic year, the list of modules offered and course structure detailed below may therefore differ slightly from that presented here.

Year 1

BA (Hons) Media and Cultural Studies

Transformations: From Mass Media to Social Media

Optional Module

Optional Module

OR

Flexible Subject Option

Year 1

BA (Hons) Film, Media and Cultural Studies

Transformations: From Mass Media to Social Media

Introduction to Film Studies

Introduction to the Contemporary Arts

OR

The Sociological Imagination

For information on fees, scholarships and any additional costs you might need to consider, please see our website: lancaster.ac.uk/study

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Flexible Subject Options

You will be able to choose one module from a choice of subjects that are complementary to your major subject and are recommended by your Department (these are not yet confirmed but may include Law, Film, Marketing, or Management). After you apply for your degree we will confirm which optional modules are available and how to register for your preferred option.

For information on fees, scholarships and any additional costs you might need to consider, please see our website: lancaster.ac.uk/study
Modules in depth

Year 2
BA (Hons) Media and Cultural Studies

Key Perspectives on Media and Culture + Skills for Researching Social and Cultural Life + Optional Modules

BA (Hons) Film, Media and Cultural Studies

Your degree is weighted 50/50 between Media and Cultural Studies and Film.

Optional Modules

Flexible Subject Option

OR

BA (Hons) Film, Media and Cultural Studies

Your degree is weighted 50/50 between Media and Cultural Studies and Film.

Key Perspectives on Media and Culture + Skills for Researching Social and Cultural Life + Optional Modules

Hollywood and Beyond: Global Cinema + Optional Modules

See page 12 for a list of optional modules. ‘Skills for Researching Social and Cultural Life’ is compulsory if you wish to write a dissertation in Year 3.

Year 3
BA (Hons) Media and Cultural Studies

Independent Dissertation Project + Optional Modules

OR

Independent Research Project + Flexible Subject Option (continued from Years 1 and 2)

BA (Hons) Film, Media and Cultural Studies

Your degree is weighted 50/50 between Media and Cultural Studies and Film.

Independent Dissertation Project + Optional Modules

2 Film related modules + Optional Modules

See page 12 for a list of optional modules. ‘Skills for Researching Social and Cultural Life’ is compulsory if you wish to write a dissertation in Year 3.

Key Perspectives on Media and Culture
Focuses on critical approaches to media and culture and engages with key texts and debates which we will use to inform our analysis of contemporary media practices.

Skills for Researching Social and Cultural Life
Since real life problems are often complex, multiple types of data can be useful in understanding them. You will develop practical skills while undertaking pilot research on a real-world problem. This module prepares students for an Independent Dissertation project in your third year.

Study Abroad Year
If you are on a Study Abroad programme you will spend Year 2 at a partner institution studying modules relevant to your degree.

Independent Dissertation Project
You will write a dissertation or engage in a media project on a topic of your choice (under supervision) and you will be able to apply the knowledge and skills you’ve gained during your degree. For joint major students this is not compulsory.

Independent Research Project
You will conduct an independent research project whilst also gaining highly valued work experience in a charity, local government, social enterprise, or company. This will foster your ability to ask critical questions, drawing on sociological and critical cultural theories to analyse ‘real world’ problems and come up with viable solutions.

Placement Year
If you have been successful in securing a placement, you will spend Year 3 on work placement. In your fourth year, you will return to Lancaster to complete the curriculum above.
Optional Modules

The wide choice of optional modules reflects areas of topical interest and our research expertise. Optional modules are subject to change; please keep an eye on our website for updates to the list below.

Year 1
- Gender and Women’s Studies: Identities, Inequalities and Politics
- The Sociological Imagination
- Contemporary Social Problems

Year 2
- Digital Cultures
- Media and Visual Culture
- Television, Culture and Society
- Gender and Media
- Bodies in Society
- Socio-Cultural Approaches to Advertising

Year 3
- Social Media and Activism
- Games, Play and Media
- Journalism and Multimedia Production
- Fans and Audiences in a Global Context
- Cities, Cultures, Creativities
- Feminism and Social Change
- Modernity and its Discontents

Optional
Modules

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— Illustration of Bowland North, where Media and Cultural Studies is based. By PhD Design student, Andi Setiawan.
Take the opportunity to explore or specialise in Gender and Women’s Studies as part of your Media and Cultural Studies degree. The flexibility of our undergraduate programmes allows you to take one or more modules in Gender and Women’s Studies while working towards a related degree.

In the first year here, you can choose our first year module “Gender and Women’s Studies: Identities, Inequalities and Politics” which considers women and gender relations, the different social conditions in which women live, especially in relation to differences amongst women, and how this leads to a diversity of feminist politics. Each week a lecturer from across the university will teach you about their research, exploring a range of topics such as:

+ feminist histories
+ intersectionality
+ race & racialisation
+ bodies & biology
+ sexualities
+ gender and class
+ women & religion
+ gender & language
+ popular culture
+ crime & law

Gender and Women’s Studies Pathway
If you wish to pursue your interest further, you can use your optional modules to continue on our specialised pathway, taking modules such as Gender, Sexuality and Society, Gender and Media, and Feminism and Social Change.

Working with a Gender and Women’s Studies academic within the department, you can also complete your Independent Dissertation Project in a topic focused on gender issues. Previous students have researched topics ranging from women YouTubers and celebrity feminists to intimate partner violence. You can also choose to study gender-related modules taught by other departments, such as English; History; Linguistics; Law; and Politics, Philosophy and Religion.

Check out the Centre for Gender and Women’s Studies Lancaster on Facebook or @cgwslancaster on Twitter to find out more about what we do.

Our favourite modules

Television, Culture and Society
This is an incredibly thought-provoking module. As such a mundane aspect of our lives, we often overlook the significance of television as a social medium. This module unpicks the significance of television, positioning it within the current era of ever-expanding content-streaming platforms such as Netflix or Amazon Prime. It offers a valuable perspective on television, one that explores its history, but also evaluates its future.

Neve Rawlinson
BA (Hons) Sociology

Digital Cultures
This module was very enjoyable as I had the chance to explore highly engaging topics that are relevant to post-modern reality - from digital surveillance and self-tracking to the domain of hacking and E-Waste. I recommend it to all those interested, especially for its controversy analysis assignment.

Marie-Louise Siakki
BA (Hons) Media and Cultural Studies

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I have been incredibly lucky to be taught by some amazing professors and tutors, whose engaging lectures and seminars took a very personal approach. My experience at Lancaster has given me a theoretical and practical knowledge of the industry I wanted to enter and, most importantly, the confidence and the courage to ‘dream big’ and pursue a career in film and media.

As a result of three years of incredibly interesting and yet very intense and hard studies, as well as multiple internships, I have managed to secure a full-time job as a Studio Coordinator at Studio of Art & Commerce (London), a progressive advertising and communications agency, primarily working with disruptive brands and spaces across multiple disciplines.
Erin Thomas
BA (Hons) Sociology

Erin’s year in Canada

Erin spent the second year of her Sociology degree at Carleton University in Ottawa, Canada.

Studying abroad for my second year was an experience I will never forget. I studied in Canada’s Capital city, Ottawa, at Carleton University and I would do it all over again if I could. I chose to study abroad in Canada because I’ve been travelling the world since I was very young and I wanted to check off Canada on my bucket list. What better way to do that than working towards a degree I absolute love in another country!

In spite of the -30 degree weather for at least 4 months, I ice skated to my lectures (crazy, I know!) and travelled through underground tunnels at the university as it was too cold to walk outside most days. My most memorable experience studying in Ottawa was most definitely being on the Basketball and American Football Cheerleading team. I was thrilled to be chosen to train with professional coaches for a year alongside my degree.

The modules that I studied abroad gave me access to content that I wouldn’t have otherwise studied, including learning about Canada’s indigenous people and its criminal justice system. My time abroad wasn’t all about studies – I was lucky enough to meet new friends on the course and travel to unforgettable places such as Mexico, Toronto and Montreal.

If you’re looking for a unique experience to enhance your career prospects and university experience, then you should study abroad.

Erin Thomas
BA (Hons) Sociology
Your future career

The Lancaster Award
The Lancaster Award is an innovative non-academic, non-credit bearing certificate of achievement developed in partnership with employers to help you make the most of your time at Lancaster and to demonstrate the skills you have developed along the way. We want you to stand out from the crowd - the Lancaster Award will help you to do so.
Read more lancaster.ac.uk/lancaster-award

Careers Service
Our Careers Service offer a lively programme of events and workshops, mentoring programmes and short courses. We have careers advisors within the Faculty of Arts and Social Sciences who are able to advise you of graduate schemes, jobs, internships, and work experience opportunities relevant to your subject of study.
Read more lancaster.ac.uk/careers

Workplace Skills
You will develop a range of academic and professional skills such as:

- Research
- Communication and presentation
- Time and priority management
- Team work and individual work

As well as industry specific skills such as:

- Journalistic reports, documentaries, and shorts
- Digital ethnography
- Visual storytelling
- Digital audio podcasts
- Computer programming/hacking initiatives
- Service-learning and community storytelling

Our students often gain experience through involvement in student societies such as:

- LA1TV student television company
- SCAN student newspaper
- Lancaster University Film Society

Careers
The skills that you will develop during your degree will prepare you for jobs in many sectors, however you might be particularly interested in a career in:

- Digital journalism and social media
- Creative sectors
- Publishing
- Online media companies
- Advertising and marketing
Teaching inspired by world-class research

#1

Our impressive track record includes being first in the UK for research intensity and joint second for research impact in the most recent Research Excellence Framework.

Here in the Sociology Department, we have always been at the forefront of exciting and innovative research, which has been recognised globally. We are home to several different research centres and are a hub for interdisciplinary research at the University. Our centres bring together diverse staff and students from across the world through their research and events. Our main areas of research include:

**Gender and Inequalities**

We are an internationally-recognised leader in this area of research, which covers issues such as race and ethnicity, sexuality and reproduction, media representations of gender, feminist online activism, gender-based violence, women’s human rights, and gender equality policies. We organise public events such as Hear Me Roar and Feminist Movie Mondays. Our research has been funded by different bodies including the European Commission, Leverhulme Trust, British Academy, and the UK Equality and Human Rights Commission.

**Media and Cultural Studies**

Our research on media and culture emphasises the study of media in their political and social contexts, and we examine the cultural forms created by media industries and the ways they resonate in everyday life. We focus on areas such as visual culture in terms of advertising, urban experiences and cityscapes, digital cultures, media activism, online communities, and cultural politics such as multiculturalism, migration and citizenship. We have received funding from the Leverhulme Trust and UK Research Councils for our work in this area.

**Mobilities**

Lancaster University is where the new ‘mobilities paradigm’ in the social sciences, humanities and sciences started. Put simply, ‘mobilities’ studies how technological, social and cultural developments in public and private transportation, communications, data storage and retrieval, and surveillance systems are rapidly changing the nature of travel and of communications at a distance. Our research has been conducted with public and industrial partners, such as Airbus DS, Public Safety Europe Network, and Lancashire Resilience Forum.

**Science, Technology and the Environment**

Lancaster University is renowned for its research in the social studies of science, technology and the environment, which involves staff and students from a range of different disciplines. We aim to further critical understanding of the social, political, and cultural dimensions of innovative technologies, and of their implications for public policy and society. Our research addresses the uptake of healthcare technologies, caring practices, climate change, disaster resilience, robotics and automation, energy use, and big data. Our work has been supported by grants from UK Research Councils, Intel Inc. and the European Commission.

**Social and Political Theory**

We have a strong commitment to social critique, applying this to transdisciplinary investigations into the personal, economic and political foundations of society. Our strengths are in critical realism and the philosophy of social science, contemporary radical philosophy, critique of neoliberalism and forms of resistance, and urban theory.

**Social Futures**

Several members of the Department are also involved in the Institute for Social Futures which aims to improve thinking, visioning, and analysis of the future by combining high-quality social science and humanities research with computing, engineering and medical science. Our research in this area includes the future of AI and human intelligence, the North post-Brexit, and planetary futures and the Anthropocene. We work closely with industries, institutions and people who are part of the future to explore routes to the futures we want and need.