

Lancaster
University



Media

Undergraduate Degrees 2027



Welcome

Studying with us can be challenging, fulfilling and life changing. Our degrees offer you the opportunity to enhance your understanding of our complex media cultures, now and in the future; to gain experience of multiple media practices; and to develop your employability and life skills.

You will be taught by talented and passionate scholars who 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 what we do. We encourage participation in the many opportunities Lancaster University life has to offer; from field trips, work placements and studying abroad, to the film screenings, 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.



You will learn from experts who testify for parliamentary enquiries, run their own podcasts, or raise awareness of issues like gender inequality through their work. With these experts, you will look at how media is produced and consumed, as well as studying the social, economic and political dimensions of this industry on a global scale. You'll look at practices and platforms in the ever-changing media landscape to make you aware of the challenges facing professionals.

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 influences the way we live our lives, communicate with others, and are informed about the world. Understanding and innovating in media is crucial within the creative industries and beyond.

Our degrees provide you with the opportunity to gain theoretical insights, analytical skills, and the wide-ranging knowledge needed to explore the production, consumption, and meaning of media and culture in an ever-changing technological landscape.

You will work towards gaining 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.



Degree title		Degree (Hons)	UCAS code	Course duration (years)	Typical A level offer
Media and Cultural Studies		BA	LP63	3	ABB
Media and Cultural Studies (Placement Year)	📅	BA	LP64	4	ABB
Media and Cultural Studies (Study Abroad)	✈️	BA	LP65	4	ABB
Digital Media		BA	P300	3	ABB
Digital Media (Placement Year)	📅	BA	P301	4	ABB
Digital Media (Study Abroad)	✈️	BA	P302	4	ABB
Film, Media and Cultural Studies		BA	PL36	3	ABB
Film, Media and Cultural Studies (Placement Year)	📅	BA	PL37	4	ABB
Film, Media and Cultural Studies (Study Abroad)	✈️	BA	PL38	4	ABB
Sociology and Media Studies		BA	LP30	3	BBB
Sociology and Media Studies (Placement Year)	📅	BA	LP31	4	BBB
Sociology and Media Studies (Study Abroad)	✈️	BA	LP32	4	BBB
Fine Art and Digital Media		BA	W1P3	3	ABB
Fine Art and Digital Media (Placement Year)	📅	BA	W1P4	4	ABB
Fine Art and Digital Media (Study Abroad)	✈️	BA	W1P5	4	ABB
Creative Writing and Digital Media		BA	P3W8	3	ABB
Creative Writing and Digital Media (Placement Year)	📅	BA	P3W9	4	ABB
Creative Writing and Digital Media (Study Abroad)	✈️	BA	P3W0	4	ABB

Visit our website for more information on degree options, scholarships and entry requirements [lancaster.ac.uk](https://www.lancaster.ac.uk)



Made for *learning*

Media practice

Whether it is looking at the production and reception of visual images or at the relationship between social media and activist campaigns, modules on your degree offer you the opportunity to experiment with media practice while also studying its social and cultural role.

We typically offer access to cameras and filming equipment for videography, photography, and audio recording. We also have editing facilities and relevant computer programming software.

Gender studies

You can take the opportunity to explore gender studies as part of your degree through consideration of gender relations, the different social conditions in which people live, especially in relation to gendered differences amongst people, and how this leads to a diversity of feminist politics. We cover a range of topics such as:

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



Teaching

You will be taught through lectures, seminars and workshops. Seminars are an opportunity for you to discuss readings, try out new ideas, and take part in practical activities, and also to get to know your fellow students and staff. Some modules also have hands-on sessions, film screenings or field trips.

Student support

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

Assessment

As well as writing essays and exam papers, we use innovative assessment methods, such as presentations, posters, scenarios, blogs, vlogs, zines and podcasts.

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*An inclusive
and dynamic
learning
environment.*

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Ellie, third year

BA (Hons) Media and Cultural Studies

One of the aspects of studying media and cultural studies I value most about Lancaster is the supportive academic environment. The lecturers are passionate about media and informed on their subjects, this is evident in the high quality of their teaching.

The lecturers are approachable and friendly, encouraging students to challenge ideas and think critically about established theories and developing stories in popular culture.

As many of the teaching staff are also active researchers, I have found studying Media and Cultural Studies at Lancaster to be less like a polarised teacher/student situation and closer towards an inclusive and dynamic learning environment for all.

Gain *real-world* experience

We know you want to graduate confident and ready to step into your career. That's why we make it easy to incorporate work experience into your time at Lancaster.

Your ambitions are important to us, and we will help you build the skills you need to succeed by offering a range of placement and internship opportunities.

Placement year

You can opt to study your degree with a placement year (also known as a year in industry). On this degree you spend your third year working in a graduate-level, professional job in a sector of your choice before returning to complete your final year at Lancaster University. Securing a placement is a competitive process and we support you with personalised coaching and professional guidance provided via a series of preparatory workshops and 1:1 appointments with our Placements Team.



Faculty of Humanities, Arts and Social Sciences Internship Scheme

You'll gain sector-relevant work experience with these internships. Apply in all years of study for opportunities in areas such as public affairs, marketing, business development and events. The scheme offers you an opportunity to gain access to direct work experience while you study.

The Lancaster Award

The Lancaster Award is a non-academic certificate 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. It is designed to reward the wide range of volunteering activities and placements undertaken by many of our undergraduates. Potential employers increasingly value a profile that includes more than just strong academic results, and the Lancaster Award recognises and validates this.



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*My opinion
was always
welcomed
and valued.*
”



Alice, recent graduate

**BA (Hons) Media and Cultural Studies
(Placement Year)**

I completed a placement year with MultiAir UK and Ireland; part of the Atlas Copco Group. My job title was Marketing Co-ordinator. I worked a hybrid role which I loved for its flexibility, based in the Warrington office when not working from home.

My role was varied, involving close co-operation with the sales team and customers, organising and attending industry events, and analysis of self-created social media content.

Initially, I was worried that my degree would not be compatible with the role I was applying for. Despite this, I found that skills I learnt through my degree like photo/video editing and copywriting, coupled with having taken a module in marketing, were very beneficial.

I very much enjoyed my time at the company, as my opinion was always welcomed and valued, but I was never expected to have all the answers!

I am very grateful for the opportunities Lancaster University provided to me. Their support during my placement search was invaluable. This included interview tips, assistance writing CVs and cover letters, and continuous support while on placement. Completing my placement as part of my degree was the best thing I could have done. It has opened so many doors, and I feel much more confident as I consider my options post-graduation.



Your global *experience*

Lancaster is a truly international university, with students and staff from over 100 different countries and 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.

Study abroad

You can choose to study your degree with a study abroad year. On these four-year degrees, you spend your third year studying at one of our partner universities abroad. Our current partners are in Australia, Hong Kong, Netherlands, Canada and the United States, although availability of destinations varies each year.

Living in another country and studying from a different perspective enhances your subject knowledge and develops resourcefulness for life after university.

Vacation travel

You can also discover the world during your vacations. Our Global Experiences team run vacation travel trips to Malaysia which include a mix of academic study and cultural discovery. These trips range from cultural exchanges to studying sustainable practices with world leading experts.

Overseas summer schools

During summer vacation, you can apply to attend a summer school at one of our international partner universities all around the world. Destinations are varied – from Singapore to Italy, Hong Kong to Canada. Explore where you could go: lancaster.ac.uk/overseas-summer-schools

Follow us on Instagram [@GlobalLancaster](https://www.instagram.com/GlobalLancaster)

Find out more at lancaster.ac.uk/your-global-experience



“

The whole experience has made me a much more confident person.

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University of Wisconsin,
Madison, USA

Lancaster University



Eve

**BA (Hons) Media
and Cultural Studies
(Study Abroad)**

I love to travel and to push myself outside of my comfort zone. Studying abroad is definitely a big step, but I would recommend it to everyone. The study abroad team at Lancaster were great at preparing us beforehand, and they kept in touch throughout the year, while the team in Madison were fantastic and put on so many events to welcome us, help us meet people, and gain confidence in our new environment.

It was really fun to attend sports games and experience the American college atmosphere. The University of Wisconsin Badgers love to rally together for school events and that school culture is super fun and really special. One of my favourite moments was attending my first American football game as the weather was perfect, we got free gear to wear, learnt some of the chants, and watched our team win!

I got to attend interesting, fun classes, as well as some guest lectures about topics outside of my subject. I also joined the scuba diving society, which is something I had never tried before - my first dive was an amazing experience. I'm now a qualified open water diver and spent spring break diving in Mexico.

The whole experience has made me a much more confident person. It's helped me to push myself, set myself goals, and manage my time on my own. This has definitely helped me on my course as I'm more organised and have more trust in myself and my abilities.

Media and Cultural Studies

BA (Hons)

We are passionate about understanding media in all its complexity and exploring how media and culture shape our realities. We will empower you with media literacy skills, theory and understanding that will equip you for a rewarding future.

In your first year, you are introduced to the critical study of media, culture and society, including digital media and social change and the connections between formats, texts, technologies, practices and industries.

Your second year presents key perspectives as well as digital cultures, gender and fandom, enabling you to appraise local and global media as well as evaluate the importance of diverse identities, experiences, viewpoints and representations present in contemporary global media and culture.

In your final year, you engage in critical debates in global media, including transmedia communication, digital futures, visual cultures and intersectionality, demonstrating your media literacy by employing critical and analytical skills and confidently designing, conducting and reflecting upon your own research.

Enhancing your curriculum

We continually review and enhance our course curricula to ensure we are delivering the best possible learning experience, and to make sure that the subject knowledge and transferable skills you develop will prepare you for your future. Information within this publication with respect to courses and modules is correct at the time of publication, and the University will make every reasonable effort to offer courses and modules as advertised. In some cases, changes may be necessary and may result in new modules or some modules and combinations being unavailable, for example as a result of student feedback, timetabling, staff changes and new research.

Year 1

Core Modules

Understanding Media and Culture

What does it mean to study media today? In this module, you'll be introduced to major debates, theories and thinkers in the study of media and culture.

Media, Power and Identity

Explore the dynamic relationship between media, society and culture, and examine how media influences and reflects cultural norms, identities, and power structures.

Transformations in Digital Media

This module explores how digital media both displaces and complements 'traditional' media through the ongoing transformations in the media industries.

Screens and Selves

Media doesn't just reflect identities but plays an active role in bringing them into being. In this module, you will consider the role our screens – in all their many forms – play in producing our sense of self and the world around us.

Optional Modules

- Thinking Sociologically
- The Arts and Identity
- British Cinema
- Public Sociology: Understanding and Creating Social Change
- Consumers and Communications
- Language in Mind and Society

Study abroad degrees

You will study abroad at a partner university in your third year. The grades you achieve at your host university will be translated back and be credited to your Lancaster degree.

Placement year degrees

Your third year is spent in a graduate-level work placement and assessed via assignments reflecting on your experiences.



Year 2

Core Modules

Key Perspectives in Global Media and Culture

Contemporary media culture is so familiar to us that it's difficult to take a distanced, critical view of our mediatised societies. This module will help you develop an understanding of the relationship between this culture and the overarching structures of power and social contexts that help to explain it.

Media in Question

Prepares you to find your critical voice as you learn to think and communicate like a media and cultural critic.

Designing Media Research

Prepares for the final year of study and builds on your skills to conduct your own personal research project.

Optional Modules

- Literary Adaptation
- Short Film Production
- Digital Cultures
- Gender and Sexuality in Popular Culture
- Visual Cultures
- Race, Racism and Inequality
- Transnational Debates on Gender and Society
- Welfare States: Poverty, Policy and Politics
- Language and Creativity in Advertising
- Employability, Purpose and Social Impact

Final Year

Core Module

Media Independent Project

This module will see you undertake an in-depth study on a topic of your choice. It may focus on academic literature, empirical research, or incorporate elements of media practice.

Optional Modules

- Documentary Production
- The Making of Media and AI Futures
- Media Industries
- Audiences, Fans and Participatory Cultures
- Mediating the Body
- Contemporary Issues in Marketing
- Health, Bodies and Social Reproduction
- Artistic Fusions
- People Power and Collective Action
- Confronting the Climate Crisis
- Queer Futures
- Festival of the Future
- Environment and Society: Crisis, Justice and Change
- Migration, Inequalities and Societies

Digital Media

BA (Hons)

Developments in digital technology range from overly friendly chatbots to inconspicuous algorithms. Explore the role digital media technologies play in our everyday lives, local communities and global societies on this degree.

In your first year, you are introduced to the interconnections between digital media, culture and social change, identifying the ethical, economic, ecological, and environmental dimensions of digital technologies.

Your second year allows you to explore digital societies and cultures in greater detail, by analysing key theories and engaging in heated social debates on emerging tech, such as AI. You will explore both dominant and subcultural practices, while re-imagining the design of the digital tools that shape our lives.

In your final year, you will evaluate digital lives, futures and innovations, and create a project that allows you to pursue your own interests and passions. You may carry out an independent research project or produce a media piece such as a website, podcast, or social media campaign. You will be able to showcase your work at our final year degree show.

Throughout your studies, you can develop a sustained interdisciplinary focus by choosing options in areas such as design, marketing, sociology or cultural studies.

Enhancing your curriculum

We continually review and enhance our course curricula to ensure we are delivering the best possible learning experience, and to make sure that the subject knowledge and transferable skills you develop will prepare you for your future. Information within this publication with respect to courses and modules is correct at the time of publication, and the University will make every reasonable effort to offer courses and modules as advertised. In some cases, changes may be necessary and may result in new modules or some modules and combinations being unavailable, for example as a result of student feedback, timetabling, staff changes and new research.

Year 1

Core Modules

Understanding Media and Culture

What does it mean to study media today? In this module, you'll be introduced to major debates, theories and thinkers in the study of media and culture.

Transformations in Digital Media

This module explores how digital media both displaces and complements 'traditional' media through the ongoing transformations in the media industries.

Screens and Selves

Media doesn't just reflect identities but plays an active role in bringing them into being. This module will consider the role our screens – in all their many forms – play in producing our sense of self and the world around us.

AI, Media and Creativity

Does AI kill creativity or encourage it? Does it change the meaning of creative expression? This module introduces you to the complex relationship between creativity and AI, and how it is informing current digital media.

Optional Modules

- Art Histories and Contexts
- Consumers and Communications
- Design Contexts
- Media, Power and Identity
- Principles of Marketing
- Public Sociology: Understanding and Creating Social Change
- Researching Society: Principles and Practices
- The Reflective Design Process
- The Arts and Identity





Year 2

Core Modules

Digital Cultures

Explore how digital technologies, in their multiple forms, impact our everyday lives and the global societies we live in.

Thinking Digital Worlds

You will learn to think critically about how digital worlds operate. Discover how digital infrastructures impact us and consider the opportunities and risks they bring.

Designing Media Research

This module prepares you for your final year of study and builds on your skills to conduct your own personal research project.

Optional Modules

- Organising in the Digital Age
- Gender and Sexuality in Popular Culture
- Visual Cultures
- Art Theories and Contexts
- Digital Marketing and Analytics
- Global Social Theory: Connecting Sociologies
- Innovation and New Product Development
- Interaction and User Experience Design
- Media in Question
- Welfare States: Poverty, Policy and Politics
- Employability, Purpose and Social Impact
- Taking an Idea and Making it Happen

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You will study abroad at a partner university in your third year. The grades you achieve at your host university will be translated back and be credited to your Lancaster degree.

Placement year degrees

Your third year is spent in a graduate-level work placement and assessed via assignments reflecting on your experiences.

Final Year

Core Modules

The Making of Media and AI Futures

This module examines the social, cultural, and political implications of new technologies, addressing issues such as personalisation, surveillance, platform governance, and digital inequalities.

Media Independent Project

You will undertake an in-depth study on a topic of your choice, as a culmination of your learning journey, with the support of an academic supervisor.

Optional Modules

- Power, Technology and Society
- Media Industries
- Audiences, Fans and Participatory Cultures
- Mediating the Body
- Design Leadership
- Environment and Society: Crisis, Justice and Change
- Writing for the Arts
- People Power and Collective Action
- Confronting the Climate Crisis

Combined *honours* degrees

You can combine your study of media with a range of other subjects through a joint honours degree. You'll study core modules from each subject, which will enable you to develop the essential knowledge needed for both. You will also have the freedom to tailor your degree further by choosing from a selection of optional modules from both disciplines and the wider Faculty.

Our joint honours programmes offer you the flexibility to explore multiple interests within one degree, and understand how different subjects interact to enhance your learning. You will develop a range of subject and career specific skills as well as transferable skills essential to all career pathways.

Film, Media and Cultural Studies

Explore how media and film shape identities, values, and perspectives. Blending theory with practical skills in video production, you will learn how to analyse key cinematic elements - like editing, sound, and cinematography - and examine how screens shape culture, helping you develop as a critical thinker and creative filmmaker.

Fine Art and Digital Media

Dive into a degree that places you at the intersection of contemporary art practices and evolving digital technologies. You will work with professional artists and media specialists to gain experience with new tools, platforms and materials to uncover new avenues for expressing your artistic style in the technological age.



Creative Writing and Digital Media

Hone your writing as you investigate and experiment with new genres and digital media technologies. You'll explore every dimension of writing and creating, including the processes of editing, publishing, marketing, and performing your work. You'll also consider the impact of our increasingly digital society to understand the opportunities and challenges presented by social media, digital creativity, AI, algorithms and surveillance.

Sociology and Media Studies

Gain a multi-dimensional understanding of today's media and societal landscape. This degree will ask you to integrate and engage with key questions of inequality, migration, representation, power, activism, and much more. You'll develop advanced skills in critical thinking, data analysis and the ability to demonstrate and debate your findings through a range of media techniques.



Staff *profiles*

Lancaster University is a leading research intensive university. As a media student you will benefit from being taught by academic staff who are experts in a range of topics.

From the study of media activism and political speech, through to identity, digital infrastructures, fandom and online culture, you'll have access to cutting-edge research in a vast array of topics. The work of our staff can be accessed through books, articles and is regularly covered in the media. As well as undertaking teaching and research, many members of staff shape real world conversations through parliamentary enquiries, podcast series, media interviews and raising awareness for issues such as class, race and gender inequality.



Dr Tracey Jensen

Senior Lecturer in Media and Cultural Studies

I research and teach across cultural studies, gender studies and critical media studies. In my research, I look at how media works to produce and circulate 'commonsense' ideas about family, reproduction, welfare, inequality and the future. I'm particularly interested in screen media, including reality television, 'mockumentary' and most recently, a genre known as reproductive technohorror.

I invite my students to think critically about the media they consume and perhaps love; to make the familiar strange and to ask, what ideas are being imagined and explored in this media? What is being reinvented and recycled? Media and cultural studies offers us a rich toolkit for thinking creatively and imaginatively about how media representations are assembled and circulated. For students who are curious about the media they encounter, the next crucial step is to ask; can I do this better? How?





Dr Rolien Hoyng

Senior Lecturer in Digital Media

My teaching focuses on digital technology and culture. I aim to give students the courage to think outside the box and delve into issues that they have little control over, such as the fast-paced technological development we see today.

We live in technological societies, and we're often asked to believe in the power of digital technology and AI to make everything better. But I hope to encourage the students in my class that, even though they may not be technical experts, it's their task to ask about the social and political impact technologies such as AI, big data, platforms, and everything "smart" may have. I want students to see the world around us a bit differently and combine their critique of "what is" with "what can be."



Professor Joe DeVille

Professor in Science and Technology Studies

My academic focus is on the sociology of culture and cultural theory, with a particular interest in the writings of scholars associated with the Frankfurt Institut fuer Sozialforschung (the Frankfurt School), such as Critical Theorists Walter Benjamin, Siegfried Kracauer and Leo Lowenthal. My interests expand towards urban architecture, film, consumption, memory, propaganda and prejudice.

I am keen to get students to explore, in a hands-on way, what online platforms do with the data they collect about us, and how this is used to sell us services. I am also interested in exploring the assumptions we have about technological change, our hopes and fears and how they've evolved or stayed the same throughout time.



Professor Carolyn Pedwell

Professor in Digital Media

I love enabling students to explore how the history of artificial intelligence remains pertinent today. How did computing pioneers envision the future capacities of the "electronic brains"? How might we draw comparisons with current imaginaries of generative AI and quantum computing?

As part of this, I'm interested in how digital devices and systems track and shape our feelings, emotions and atmospheres in powerful ways. What does it feel like to live in contemporary networked culture? How are processes of digital mediation gendered, racialised, sexualised, and classed? I explore the connection between everyday habits, digital media, and socio-political change.

Careers and *employability*

Your analysis, research, presentation and writing skills will be valuable to employers across a range of areas. If you want to be your own boss, you'll have the foundation of knowledge you need to create your own media company.

Our graduates find rewarding roles in:

- Digital journalism
- Creative sectors
- Advertising
- Publishing
- Online media companies
- Social media marketing

Our careers service offers a lively programme of events and workshops, mentoring programmes and short courses. We have careers advisors who are able to advise you of graduate schemes, jobs, internships, and work experience opportunities relevant to media and cultural studies.





Abi, graduated 2024

BA (Hons) Media and Cultural Studies

During my time at Lancaster University, I developed my time management and prioritisation skills. I was guided by the great support system in place at the University - the academic tutors, lecturers, and seminar tutors taught me how best to manage my workload and multiple close deadlines from different modules.

Now, in my role as Junior Project Manager at the Walt Disney Company, I use these same time management and prioritisation skills daily so that the projects that I am managing can stay on track and be delivered on time for the client.

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I was guided by the great support system in place.

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lancaster.ac.uk/arts/media-and-film

The information provided in this publication relates primarily to 2027 entry to the University and every effort has been taken to ensure the information is correct at the time of printing in June 2026. The University will use all reasonable effort to deliver the course as described but the University reserves the right to make changes after going to print. You are advised to consult our website at: lancaster.ac.uk/study for up-to-date information before you submit your application. Further legal information may be found at: lancaster.ac.uk/compliance/legalnotice.