

Lancaster
University



Media and Cultural Studies
Undergraduate Degrees 2026



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.



for Communication and Media Studies

Complete University

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
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
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

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.

“
*An inclusive
and dynamic
learning
environment.*
”



Ellie, second 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.



Teaching inspired by *world-class* research

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, covering 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 including guest speakers and Feminist Movie Mondays.

Media and cultural studies

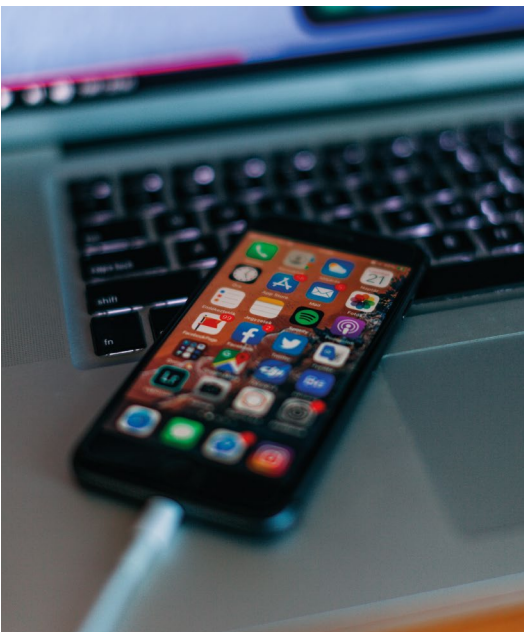
Our research on media and culture emphasises the study of media in their political and social contexts, and we examine the cultural forms created by media industries and the ways they resonate in everyday life. We focus on areas such as visual culture in terms of advertising, urban experiences and cityscapes, digital cultures, media activism, online communities, and cultural politics such as multiculturalism, migration and citizenship.

Mobilities

Lancaster University is where the new 'mobilities paradigm' in the social sciences, humanities and sciences started. This research centre 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. In particular we are now linking this work to the pressing climate emergency that we face.

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.



Social and political theory

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

Social futures

Several members of our team are involved in the Centre for Social Futures which aims to improve thinking, envisioning, 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.

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.



Faculty of Humanities, Arts and Social Sciences Internship Scheme

You'll gain sector-relevant work experience and get paid for it with these internships. Apply in all years of study for opportunities in areas such as public affairs, fundraising, research and policy, marketing, and business development. The scheme is delivered by our faculty employability team who are here to support your 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.

Research internships

Your faculty is home to the Richardson Institute, a peace and conflict research centre. The Institute runs an internship programme where you can gain research experience working alongside leading policy and research organisations such as NGOs, think tanks, charities and faith-based organisations. You'll develop analytical skills and put your academic learning into practice in real-world contexts.



“
*My opinion
was always
welcomed
and valued.*
”



Alice, final year

**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, Canada, Malaysia and the USA, although availability of destinations varies each year.

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

Vacation travel and overseas summer schools

You can also discover the world during your vacations. We run short trips to destinations such as China, Germany, Ghana, Malaysia and Switzerland. These trips include meeting local students and businesses as well as some academic study and cultural discovery.

In addition, you can attend summer schools at one of our many overseas partners.

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



“

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

”

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.

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, appraising and analysing key theories, debates and practices in the study of digital media and culture.

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 might write about the research you have carried out or produce a media piece like a website, a podcast or a social media campaign. You will be able to showcase your work at our Final Year Degree Show.

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.

Digital Media and Social Change

Discover the key concepts for understanding digital media technologies and interfaces as potential tools for social, cultural and political transformation.

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.

The Arts and Identity

This module explores the role of the arts in building community, identity and confidence. You will engage with a variety of different art forms (such as painting, theatre, fiction and film) and develop your own voice via collaborative projects such as a podcast, video essay, or presentation.



Year 2

Core Modules

Thinking Digital Worlds

Providing you with key conceptual tools to think critically about how we inhabit digital worlds, this module will open up fundamental questions about how digital worlds and data cultures are made, understood, and shaped.

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.

Plus one from:

Employability, Purpose and Social Impact
Global Challenges and Collaborative Solutions
Cultural Diversity and Professional Contexts
Taking an Idea and Making it Happen

Optional Modules

- + Organising in a Digital Age
- + Sustainable Practice
- + Digital Cultures
- + Gender and Sexuality in Popular Culture
- + Visual Cultures

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

In your third year you will undertake as core the 'Placement Year Work Based Learning Module'.

Final Year

Core Modules

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.

The Making of Media and AI Futures

What will our digital future look like? How could AI transform global societies? What media will we watch, listen to, wear, be tracked by, or collaborate with – whether in smart cities, virtual workplaces, or even in outer space? These are big questions this module will explore.

Plus one from:

Technology and Social Justice
Queer Futures
People Power, Community Engagement and Collective Action
Confronting the Climate Crisis
The Power of Ideas
Artistic Fusions
Futures Beyond Borders

Optional Modules

- + Power, Technology and Society
- + Digital Innovations in Creative Industries
- + Critical Debates in Global Media
- + Media Industries
- + Audiences, Fans and Participatory Cultures
- + Mediating the Body

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.

Study abroad degrees

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Year 1

Core Modules

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Digital Media and Social Change

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Transformations in Digital Media

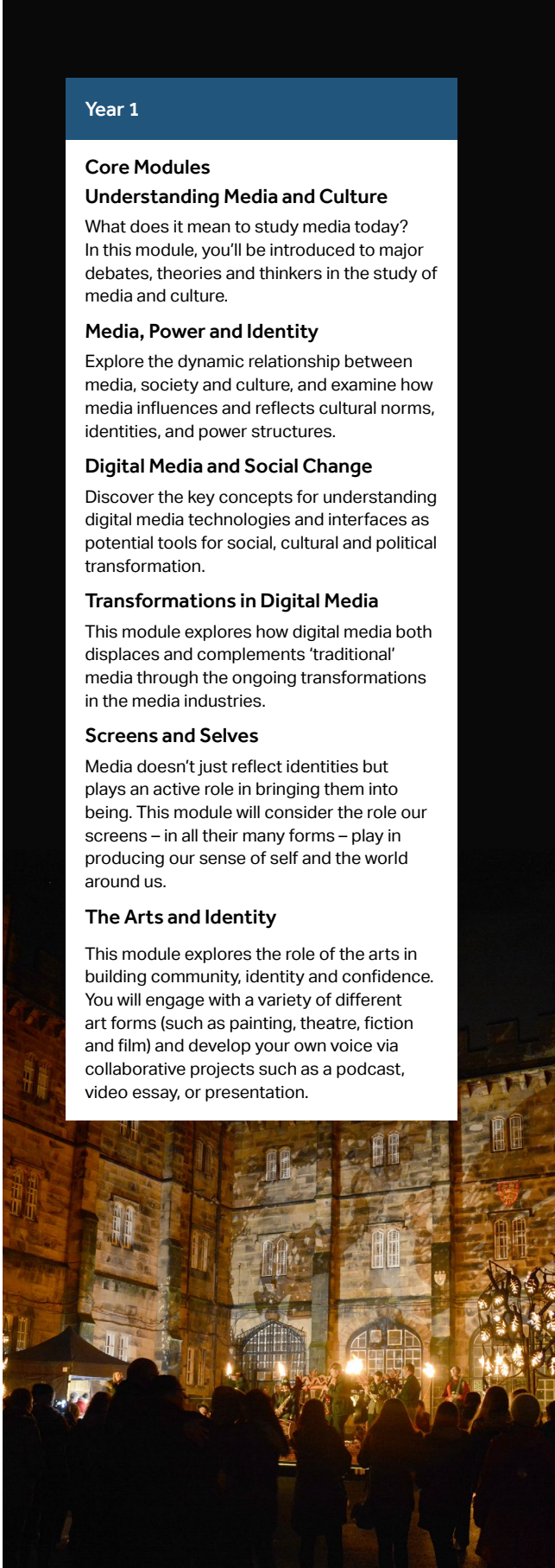
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Year 2

Core Modules

Key Perspectives in Media and Culture

Contemporary media culture is so familiar to us that it's difficult to take a distanced, critical view of our mediated 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.

Plus one from:

Employability, Purpose and Social Impact
Global Challenges and Collaborative Solutions
Cultural Diversity and Professional Contexts
Taking an Idea and Making it Happen

Optional Modules

- + Literary Adaptation
- + Film Theory and Aesthetics
- + Screenwriting
- + Short Film Production
- + Digital Cultures
- + Gender and Sexuality in Popular Culture
- + Visual Cultures

Final Year

Core Modules

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.

Critical Debates in Global Media

What does it mean to be global? How can we navigate global structures of power and meaning in and with media? This module pays particular attention to the role of media in global systems of power and meaning through various sociological and interdisciplinary lenses.

Plus one from:

Technology and Social Justice
Queer Futures
People Power, Community Engagement and Collective Action
Confronting the Climate Crisis
The Power of Ideas
Artistic Fusions
Futures Beyond Borders

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

Film, Media and Cultural Studies

BA (Hons)

This degree explores how media and film shape identities, values, and perspectives. Blending theory with hands-on skills, we help you develop as a critical thinker and creative filmmaker.

In your first year, you'll be introduced to film studies and the study of media, culture and society, while developing practical skills in video production. You'll learn how to analyse key cinematic elements—like editing, sound, and cinematography—study global film history and movements, and examine how screens shape identity and culture.

Your second year combines the appraisal of key perspectives in media with debates across global cinema, and you can explore such topics as genre, gender, aesthetics, digital cultures, and fandom. You can also develop your technical and storytelling skills through hands-on experience behind the camera and in the editing suite.

In your final year, you will undertake an independent research project and evaluate critical debates on global media, visual culture, and emerging digital futures. Optional modules will allow you to explore areas such as experimental cinema, documentary filmmaking, and professional film industry practices.

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

In your third year you will undertake as core the 'Placement Year Work Based Learning Module'.

Year 1

Core Modules

Introduction to Film Studies

This module introduces key approaches to film theory, analysis, and history while integrating practical filmmaking experience. You will examine cinematography, editing, sound, and performance through close analysis of case study films from Hollywood and global traditions.

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.

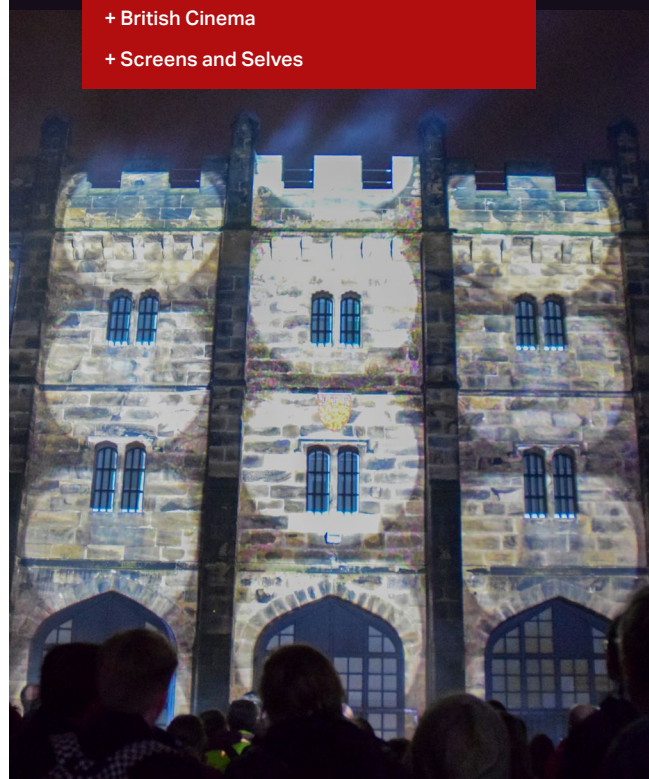
The Arts and Identity

This module explores the role of the arts in building community, identity and confidence. You will engage with a variety of different art forms (such as painting, theatre, fiction and film) and develop your own voice via collaborative projects such as a podcast, video essay, or presentation.

Optional Modules

+ British Cinema

+ Screens and Selves



Year 2

Core Modules

Global Cinemas: Forms, Debates, Histories

This module explores the stylistic, industrial, and cultural diversities of global cinema, developing your analytical skills through the close study of films from different historical and regional contexts.

Key Perspectives in 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.

Plus one from:

Employability, Purpose and Social Impact
Global Challenges and Collaborative Solutions
Cultural Diversity and Professional Contexts
Taking an Idea and Making it Happen

Optional Modules

- + Film Genre 1: Classic Hollywood Genres
- + Film Theory and Aesthetics
- + Screenwriting
- + Short Film Production
- + Digital Cultures
- + Gender and Sexuality in Popular Culture
- + Visual Cultures

Final Year

Core Modules

Film Studies Independent Project

You will complete an independent research project on a topic of your choice. Research skills are taught via lectures/seminars, and you will be supported through one-to-one supervision.

Critical Debates in Global Media

What does it mean to be global? How can we navigate global structures of power and meaning in and with media? This module pays particular attention to the role of media in global systems of power and meaning through various sociological and interdisciplinary lenses.

Plus one from:

Technology and Social Justice
Queer Futures
People Power, Community Engagement and Collective Action
Confronting the Climate Crisis
The Power of Ideas
Artistic Fusions
Futures Beyond Borders

Optional Modules

- + Film Genre 2: Contemporary Global Genres
- + Film Industries: Practices and Movements
- + Documentary Production
- + Experimental Cinema: Creative Practice
- + The Making of Media and AI Futures
- + Media Industries
- + Audiences, Fans and Participatory Cultures
- + Mediating the Body

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
- + Publishing
- + Online media companies
- + Advertising and marketing
- + 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.

“

I was guided by the great support system in place.

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lancaster.ac.uk/media-and-culture

The information provided in this publication relates primarily to 2026 entry to the University and every effort has been taken to ensure the information is correct at the time of printing in June 2025. 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.