

Lancaster
University



Media and Cultural Studies
Undergraduate Degrees
2024




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 兰卡斯特大学社会学

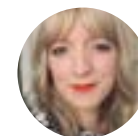
Welcome

Studying in our Department 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 in Media and Cultural Studies. If you wish, you can elect to combine your degree with Film Studies or take modules in Gender 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 what we do. During the pandemic we fostered even closer ties with our students in order to be able to respond to their feedback and concerns, and to maintain the supportive, caring culture of our Department. As things started to open up again, we are encouraging participation in the many 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.



Dr Laura Clancy
 Director of Media and Cultural Studies

Media and Cultural Studies at Lancaster

Media continuously influence 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 Media and Cultural Studies programme provides 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.



for Communication and Media Studies
Complete University Guide 2024



joint 3rd for graduate prospects
Complete University Guide 2024



in the top 150 universities worldwide
for Communication and Media Studies
QS World Subject Rankings 2023

A supportive academic environment

Media practice

Whether it is looking at the production and reception of visual images 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. You will normally have access to cameras and filming equipment for videography, photography, and audio recording. We also have editing facilities and relevant computer programming software.

Teaching

You will normally be taught through lectures and with 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, and also to get to know your fellow students and staff. Some modules in our department also have hands-on workshops, film screenings, or field trips.



Student support

You will normally 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.


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.



Degrees and entry requirements

Degree	Duration	UCAS code	Typical offer
BA (Hons) Media and Cultural Studies	3 years	LP63	ABB
BA (Hons) Film, Media and Cultural Studies	3 years	PL36	ABB

 Study abroad options

 Placement year options

Visit our website for more information on degree options, scholarships and entry requirements

www.lancaster.ac.uk

Dr Eva Cheuk-Yin Li Lecturer in Media and Cultural Studies

As a Lecturer on 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 my expertise in global fandom and audience participation, as well as colleagues with expertise in (digital) technologies and platforms, television, the media industry, audio and music cultures, visual culture, and social media.

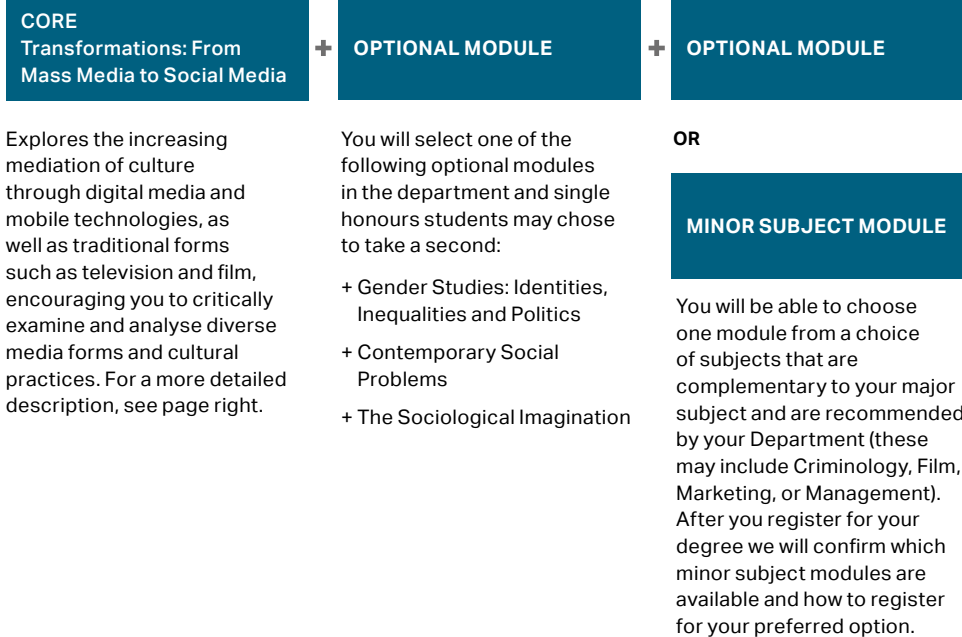
You'll study a variety of media-related topics, thinking critically about what it means to produce and consume media in an ever-changing technological and cultural landscape. You'll also get to be creative with images, audio, video, and text.



Degree structure

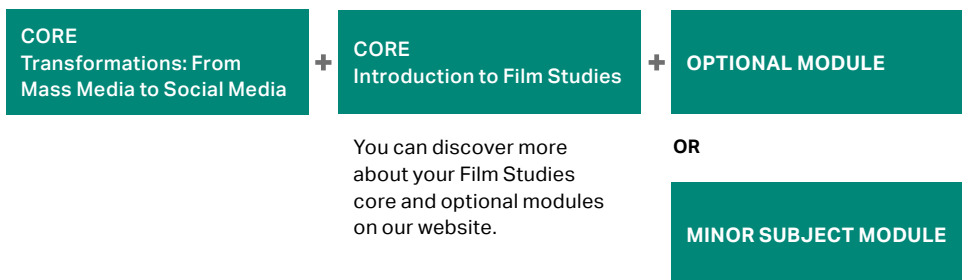
Year 1

BA (Hons) Media and Cultural Studies



Year 1

BA (Hons) Film, Media and Cultural Studies



Information contained in this booklet with respect to modules is correct at the time of publication, and the University will make every reasonable effort to offer modules as advertised. In some cases changes may be necessary and may result in some modules and combinations being unavailable, for example as a result of student feedback, timetabling, staff changes and new research. Please check our website for the latest information. www.lancaster.ac.uk

Transformations: From Mass Media to Social Media

Our core first year module runs across all three teaching terms and is made up of short 'blocks' that each focus on a key concept related to staff members' expertise and recent research. The blocks below have run in previous years, and highlight some examples of the topics addressed in the first year.

From Mass Media to Social Media (and back)

All media, from all generations, depend on each other for their meaning. Computer games are often understood in relation to the medium of film, while film is often understood in relation to books and literature. Netflix, as a platform, is inherently interlinked with television, but also with the networked computer and the smartphone. Smartphones seem to have incorporated a whole set of different media: from the telephone, the newspaper, to the typewriter and personal computer. How then can we think critically about how media connect with, and depend on, each other for their meaning?

Media and Representation

Culture is a key site where meaning is produced, and cultural representations give us the framework through which we understand the world. Why does it matter if some people are represented, and others not? What kind of understandings are being produced, and which are not? How might media and culture produce 'consent' for how society is organised? And how might media and culture produce 'consent' for particular systems of inequality?

Media and Participation

Today's culture is often called a 'participatory culture'. Social media platforms such as Facebook, Twitter, Weibo, and YouTube make it possible for everyday users and fans to participate with the media technologies, franchises, and texts that they know and love. How can we critically examine media participation, whether in fan communities or manifest as media detoxes and non-participation?

Media and Technology

Media and technology can be considered from optimistic and pessimistic viewpoints. At times, media technologies are linked with assumptions of progress and even a 'technological determinism' that presumes the power of technologies to shape cultures. But at other times, media technologies are tied to moral panics and blamed for the ills of society. To what extent can media technologies help us to build utopias in the future?



Degree structure

Year 2

BA (Hons) Media and Cultural Studies



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.

Since real life problems are often complex, multiple types of data can be useful in understanding them.

You will be given the opportunity to develop practical skills while undertaking pilot research on a real world problem. This module aims to prepare you for an Independent Dissertation project in your final year.

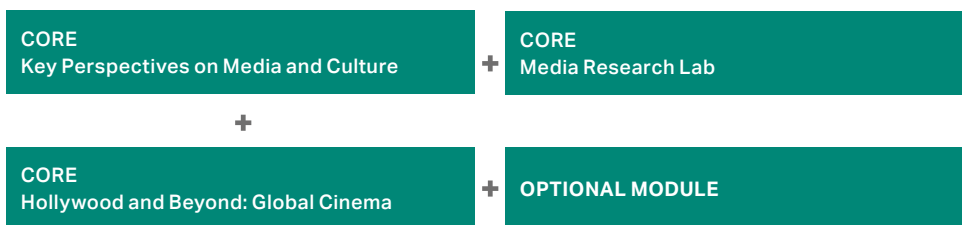
See page 12 for a list of optional modules.

OR

MINOR SUBJECT MODULE
(continued from Year 1)

Year 2

BA (Hons) Film, Media and Cultural Studies



You can discover more about your Film Studies core and optional modules on our website. Your degree is typically weighted 50/50 between Media and Cultural Studies and Film.

Year 3

BA (Hons) Media and Cultural Studies



You choose either a research dissertation or a media project dissertation on a topic of your choice, supported by a supervisor and applying the skills you have learnt. In the media project variant of the dissertation, you produce a practical piece (e.g. music/ audio, video, 'zine, etc.), alongside a critical reflection on the project.

What does it mean to be global? How can we navigate global structures of power and meaning in the media?

You will explore media products from different regions to prepare you for researching and working in a global media landscape. This includes exploring how issues of identity, 'race' and postcoloniality come into play in debates about globalisation.

See page 12 for a list of optional modules in Media and Cultural Studies.

Joint major students can checkout our website for details of the optional modules available in their second subject.

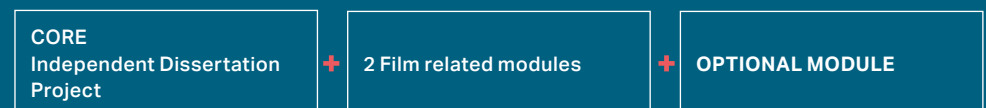
www.lancaster.ac.uk/study

Placement Year / Study Abroad degrees

If you are on a placement year or study abroad degree, you will spend your third year on work placement, or studying abroad. In Year 4, you will return to Lancaster to complete the final year curriculum.

Year 3

BA (Hons) Film, Media and Cultural Studies



You can discover more about your Film Studies core and optional modules on our website. Your degree is typically weighted 50/50 between Media and Cultural Studies and Film.

Modules

The wide choice of optional modules reflects areas of topical interest and our research expertise. The Department aims for every student to be able to take a module with some assignments involving media practice components in both Year 2 and the final year of their degree.

Optional modules are subject to change; please keep an eye on our website for updates to the list below.



Year 1

- + Contemporary Social Problems
- + Gender Studies: Identities, Inequalities and Politics
- + The Sociological Imagination

Year 2

- + Climate Change and Society
- + Consumer Culture and Advertising
- + Digital Cultures
- + Documentary Film Practice
- + Film and Comic Books
- + Hollywood and Beyond: Global Cinema
- + Media and Visual Culture
- + Racisms and Racial Formation
- + Short Film Production
- + Television, Culture and Society

Year 3

- + African American Cinema
- + Cities, Cultures, Creativities - Urban Development in the Age of Global Media
- + Fans and Audiences in a Global Context
- + Feminism and Social Change
- + Journalism and Multimedia Production
- + Silent Cinema
- + Social Media and Activism
- + Sociology goes to Hollywood



Media project dissertation

As a student representative, I helped to develop the media project option for our final year dissertation. I was passionate about implementing this option because it would allow people to express themselves in creative ways. When I took the module I made a lookbook about cultural appropriation in fashion. It allowed me to explore aspects of the topic that couldn't be easily expressed in words alone.

Sruthi Chilukoti, Alumna
BA (Hons) Media and Cultural Studies



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, Alumna
BA (Hons) Media and Cultural Studies



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, Alumna
BA (Hons) Sociology





– Illustration of Bowland North, where Media and Cultural Studies is based. By PhD Design student, Andi Setiawan.

Gender Studies

Take the opportunity to explore or specialise in Gender 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 Studies while working towards a related degree.

In the first year here, you can choose the following module:

Gender Studies: Identities, Inequalities and Politics

This module considers 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. You will explore 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



If you wish to pursue your interest further, from your second year onwards you can take further optional modules such as Gender and Intersecting Inequalities and Feminism and Social Change.

In your final year, 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 Studies Lancaster on Facebook or @cgslancaster on Twitter to find out more about what we do.

Teaching inspired by world-class research

Here in the Sociology Department, we have always been at the forefront of exciting and innovative research, which has been recognised globally. Sociology at Lancaster is ranked 83rd in the world, and we are amongst the top 150 globally for Communication and Media Studies (QS World Subject Rankings 2023). 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. You can meet many people from this research centre on our interdisciplinary Year One module, and in optional modules available through the degree. We organise public events such as 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. Staff contributed to the UK Parliament Public Inquiry on Reality TV in 2019.

Mobilities

Lancaster University is where the new 'mobilities paradigm' in the social sciences, humanities and sciences started. Put simply, 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. You can learn with our specialist researchers on an optional module, Climate Change and Society.



**2nd in UK for quality of
research outputs**
*Research Excellence Framework
(REF) 2021: Sociology*

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 the Department are involved in the Centre 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.



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. You'll be able to access horizon-expanding opportunities around the world.

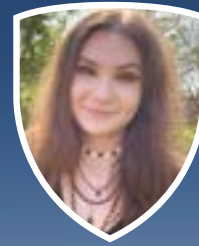
There are opportunities to study abroad for your third year at one of our partner universities, currently located in Australia, Canada, Malaysia and the USA. Alternatively, there are shorter options in the Easter or summer vacation to visit destinations such as China, Germany, Ghana, India and Malaysia. These programmes include meeting local students and businesses as well as some academic study and cultural discovery.

You can also attend summer schools at one of our many overseas partner universities.

Find out more:

www.lancaster.ac.uk/your-global-experience

- Ottawa, Canada



Eleanor's year in Australia

Eleanor spent a year of her Media and Cultural Studies degree at Monash University in Melbourne, Australia.

I decided to do a year abroad because I had always wanted to live abroad and the opportunity to do it while studying seemed perfect. I went to Monash University in Melbourne, Australia, which was amazing because I had never lived in a massive city before. It was great in terms of meeting new people – Australians, people from other universities in the UK and even people from Lancaster who were also visiting.

The first thing someone said to me when I arrived in Melbourne was "Pick your football team – people will want to know which team you support!" Even though I'm not a big football fan, I became really interested in Australian Football League. I also had a great time travelling around Australia in school breaks and learned that 1) it can be freezing in July and 2) they do not put shrimp on the BBQ!

I learned a lot as a person during my visit - about being independent, about Australian history and culture, and about how celebrity adverts in Australian media are completely different from what we see in the UK. When I came back, these different cultural experiences were really helpful in my seminars and coursework.

The study abroad teams I worked with were just the best people to contact and were really helpful if there was any confusion with modules. When it came to considering postgrad and careers, Australia was on the list of possibilities – and it definitely wouldn't have been if I hadn't been there before.

Eleanor Clist, Alumna
BA (Hons) Media and Cultural Studies



Placements and internships



Placement year

You can take a placement year with the majority of our degrees. This involves spending Year 3 working in a graduate-level, paid, professional role in a sector of your choice. You then return to Lancaster in Year 4 to complete your studies.

A placement year degree offers a boost to your employment prospects. It allows you to work in a field that either complements your academic studies, or branches out in a new direction. Most sectors offer placement year positions, and we support you in the competitive application process. We help you in securing a placement through coaching and support during Year 2.

Work placements and internships

We offer many opportunities to integrate shorter work placements into your studies, including:

- + Faculty of Arts and Social Sciences (FASS) Internship Scheme - paid work placements specifically organised for students in our Faculty.
- + 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: www.lancaster.ac.uk/fass-placements

Diana's career

I was 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 gave 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 challenging studies, as well as multiple internships, I managed to secure a full-time job as a Studio Coordinator at Studio of Art and Commerce (London), a progressive advertising and communications agency, primarily working with disruptive brands and spaces across multiple disciplines.

Diana Judelson
BA (Hons) Film, Media and Cultural Studies



Your future career

Workplace Skills

Our degree could enable you to develop a range of transferable skills that include:

- + 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
- + 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

Paid Internships

As a student with us, you can apply to the Faculty of Arts & Social Sciences (FASS) Internship Scheme that offers exclusive opportunities that are ring-fenced for students in the Faculty. A myriad of paid, sector-specific internships are available each year in the summer vacation and part-time during term time. Just to give you a taster, some of the past employers include Carnegie Publishing, Lancaster Arts, More Music, The Dukes Theatre, Comma Press, Deco Publique, Crowberry Consulting, Fairfield Association, Active Lancashire and National Trust.

Discover more:

www.lancaster.ac.uk/FASS-placements

The Lancaster Award

The Lancaster Award rewards you for taking part in those extra-curricular activities outside your academic studies that supplement the excellent education you receive at Lancaster University. Developed in partnership with employers, the certificate rewards you for making the most of your time at Lancaster, and enhances your future job prospects by encouraging you to acquire new skills valued by employers. You will undertake a variety of activities and reflect on the skills you have developed.

We want you to stand out from the crowd, and the Lancaster Award will help. Read more: www.lancaster.ac.uk/lancaster-award

Careers

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 offer 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 your subject of study.

Read more:

www.lancaster.ac.uk/careers

Important information

The information in this publication relates primarily to 2024–25 entry to the University and every effort has been taken to ensure the information is correct at the time of printing (June 2023). The University will use all reasonable effort to deliver the courses as described but the University reserves the right to make changes after going to print. In exceptional circumstances that are beyond the University's reasonable control (Force Majeure Events), we may need to amend the programmes and provision advertised. However, in this event, the University will take reasonable steps to minimise the disruption to your studies. You are advised to consult our website at www.lancaster.ac.uk/study for up-to-date information before you submit your application. More information on limits to the University's liability can be found in the Student Contract at www.lancaster.ac.uk/terms. Further legal information may be found at: www.lancaster.ac.uk/compliance/legalnotice





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www.lancaster.ac.uk/media-and-culture

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