



"WESTMINSTER IS ONE OF THE BEST UNIVERSITIES IN THE UK FOR MY SUBJECT AREA; I SPOKE TO A LOT OF PEOPLE WHO HAD STUDIED HERE AND WERE VERY POSITIVE ABOUT WESTMINSTER."

**ANA FILIPA CARDOSO**, PORTUGAL  
JOURNALISM BA HONOURS

»» The School of Media, Arts and Design has one of the most varied arts and media portfolios in Europe. We prepare you not just to enter the creative industries, but to shape and lead them. Our reputation for professional and practice-based education is matched by a distinguished record in academic teaching and scholarly research, encouraging the development of reflective, critical practitioners.

»» The media facilities at our Harrow Campus are outstanding. You will have access to development studios and the latest in digital printing, you will be able to borrow the latest equipment from the photography store, and all of our studios are fully equipped to professional broadcast standards.

»» In the latest independent Research Assessment Exercise, we were recognised as the top-rated media research institution in the country. Our Centre for Research and Education in Arts and Media (CREAM) submitted work by 16 researchers. Sixty per cent was judged to be at the very highest level – ‘world-leading’ – while 90 per cent was ranked ‘internationally excellent’.

»» The School has four specialist centres researching the media in China, India, Africa and the Arab world.

»» Our students go on to build successful careers across a wide range of media organisations. Graduates from our 2010 journalism and mass communications courses went on to work for the BBC, CBBC, CNN, Fox News, GMTV, *International Herald Tribune*, Musicroom.com and Power FM (USA).

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For more information about Media courses visit the School of Media, Arts and Design website at [westminster.ac.uk/mad](http://westminster.ac.uk/mad)

**Other related areas/courses you might be interested in:**

• Modern Languages (p103) • Social and Historical Studies (p172)

**Contemporary Media Practice is a unique course with a long tradition of innovative and creative cross-media education. This degree enables you to work across film, video, new media, and photography, and you can specialise in one or two media, or forge new links within converging and cross-disciplinary practices. Practice and theory are integrated throughout the course. This course is accredited by Skillset, the Government-backed industry body (see p149).**

## Course content

### Year 1 (Credit Level 4)

You learn essential production skills through workshops in photography, 16mm film, new media and video. These are supplemented with modules designed to give you a range of critical skills and perspectives on contemporary media.

This integration of practice and theory enables you to understand and produce critically engaging creative work in a range of practical projects. Further options include experimental film and video, new media animation and exploratory processes in photography.

Modules include: Approaches to Media • Creative Media Development • Creative Media Production • Experimental Film and Video • Exploring Photography • Interactive Animation • Research and Critical Practice • Space/Place: Text/Context

### Year 2 (Credit Level 5)

During this year you extend your skills, ideas and creativity within film and video, new media or photography. You apply these enhanced skills to a substantial practical project in the first part of the year. In the second semester you engage with cross-media practice, designed to give you experience of hybrid production techniques, as is increasingly expected of media professionals.

This practical activity is enhanced by media-specific theory and broadened by a wide-ranging survey of key critical debates. Professionalism is developed through a series of workshops and a period of work experience within the media industries.

You further enhance your study by choosing from options in script writing, gallery exhibition, animation and sound studies.

Modules include: Animation • Convergent Media • Critical Theory 1 and 2 • Exhibition and Presentation • Film-Related Theory • Innovation • New Media-Related Theory • Photo-Related Theory • Professional Practice • Scriptwriting for Media • Sound Studies

### Year 3 (Credit Level 6)

This year's studies are determined by your creative and critical concerns as you conceive, research and complete a major project in the media of your choice. Typical outcomes are short fiction films, documentaries, video or new media installations and photographic projects. Innovative approaches are encouraged.

This is supported by a dissertation that extends the scope of research and critical argument in an area negotiated by you. Other modules emphasise the production of work for showreels, websites and portfolios directed at employment in the media industries or postgraduate study.

Modules include: Dissertation • Major Project • Minor Project • Professional Launchpad • Research and Pre-Production

## Length of course

Three-year, full-time

## UCAS code

W900

## Location

Harrow

## Teaching and assessment

Practice tutors are experienced professionals, with many active in commercial and arts fields. Practice is generally for two days a week, but we expect you to work as necessary to complete projects. You will work in photo and film studios, edit suites, darkrooms and digital workshops, supported by tutorials and seminars. Theory teaching includes lectures, screenings, seminars and tutorials, and is typically delivered over two half days per week. Assessment is by course work only, and includes practical crits, reflective texts, essays, presentations and portfolios. You complete a period of work experience towards the end of the second year, and there is an option to study abroad for part of Year 2.

## Associated careers

You will be able to enter the media and new media industries in a variety of roles. Graduates regularly win awards and have a high employment rate within areas such as BBC production, EMI interactive, Channel 4 programming, film direction/production and editing, internet design and start-up companies, and photographic and video art installation/curating. Many graduates exhibit on the international circuit.

## Typical offer for September 2011

Qualification type	Grade/points
A Levels	BC
International Baccalaureate	26 points (minimum)
BTEC National Diploma	MMP

Applicants should have a portfolio of practical work to bring to interview.

See also standard entry requirements on p206.

## Film and Television Production BA Honours

This well-established course has an international reputation, and gives equal importance to film production and academic work. Our philosophy is that academic study should inform and enrich practical production work, and theoretical work should be based on an understanding of practice. We believe in developing thinking film-makers who can collaborate creatively as they develop skills in specialist areas such as writing, producing, cinematography, directing, production design, editing and sound. You will have the opportunity to explore these different disciplines, and to work with both 16mm film and digital video, before specialising at Year 2 (Credit Level 5). With purpose-built studios, a set construction workshop and professional film, video and sound facilities, we offer an ideal environment to prepare for professional life.

The course receives substantial support from manufacturers, facilities companies, and film laboratories, and you will gain experience of working with professional actors, negotiating with local authorities and equipment companies, and dealing with the public. An external examiner commented that Westminster's student films 'set the standard for other UK institutions to judge their work by'. This course is accredited by Skillset, the Government-backed industry body (see p149).

### Course content

#### Year 1 (Credit Level 4)

Most practice work at Year 1 (Credit Level 4) is done in small groups and requires collaborative teamwork in the productions and practical exercises. Film theory is introduced, and there is the opportunity to view and discuss a wide range of films. You take a number of double modules which demand work at a high level in both practical film and television and in critical and theoretical writing and discussion.

**Practice:** subjects of study include: Drama and Documentary Production (double module) • Introduction to Film and TV Practice (double module)

**Theory:** subjects of study include: Aesthetics of Television • Cinema Landmarks • Introduction to Film History and Art • Introduction to Theories of Film

#### Year 2 (Credit Level 5)

In practice, you specialise in one of four separate areas (directing, cinematography, screenwriting and editing/sound) to enable you to work in larger crews. The theory also becomes more focused on specific areas.

**Practice:** subjects of study include: Drama Production: Projects (double module) • Film and Television Practice (double module)

**Theory:** subjects of study include: Cinema, Dream and Fantasy • Contemporary British Film and Television • Documentary History and Theory • European Cinema • Storytelling and the Fiction Film

#### Year 3 (Credit Level 6)

You follow a number of double modules which demand work at a high level both in practical film and television, and in critical and theoretical writing and discussion.

**Practice:** subjects of study include: Advanced Drama and Documentary Production (double module) • Advanced Screenwriting (double module) • Documentary Production

**Practice/Theory:** subjects of study include: Professional Practice

**Theory:** subjects of study include: Dissertation • Research Seminar Paper

### Length of course

Three-year, full-time

### UCAS code

W620

### Location

Harrow

### Teaching and assessment

Film practice is generally taught in double modules for two days a week, and production work continues from September until the end of May. Our teaching involves lectures, seminars, tutorials, workshops and practical exercises. Assessment is through exams, course work essays, practical film work and self-reflective essays.

### Associated careers

A high proportion of our graduates quickly gain employment in film, television and associated fields. Others go on to take higher degrees, either in theoretical disciplines or at institutions such as the National Film and Television School.

### Typical offer for September 2011

Qualification type	Grade/points
A Levels	ABB
International Baccalaureate	30 points (minimum)
BTEC National Diploma	DDM

And an IELTS score of at least 6.5. Due to the large number of applications the process of selection is highly competitive. You are sent a questionnaire and are considered on your grades (predicted or achieved), your questionnaire responses and, if you are selected for interview, a marked A Level course work essay. A portfolio of relevant work is essential. This could include film or video work, photographs, artwork, scripts and creative writing. We examine the portfolio for evidence of ideas, creative, expression and visual/audio awareness. We are looking for self-motivated students who will work well in a team and individually.

See also standard entry requirements on p206.

This is a practice-based course with a strong academic background. It was recently updated to focus on preparing you for an industry that increasingly demands multimedia and online expertise alongside traditional journalistic skills such as research, reporting and writing. As a result, the Journalism BA is now accredited by the Broadcast Journalism Training Council, which recognises the quality of our modern multimedia approach to teaching (see [www.bjtc.org.uk/](http://www.bjtc.org.uk/)).

Westminster's location in the UK's media capital has helped the Journalism degree develop strong links with industry. You will be taught by professional journalists, many of whom remain active practitioners. Classes in media analysis are taught by internationally renowned academics and, as well as enabling you to become a better journalist, will also equip you with transferable skills that will help you whatever media career path you choose. Overall, the course aims to give you skills that will make you employable, and to help you develop the kind of creativity and flexibility needed to gain work in the modern media business and creative industries.

### Course content

The Journalism course is split equally between practice and media analysis. Practice classes focus on building cross-media skills, on testing those skills in production tasks (creating websites, newspapers and magazines), and then on allowing students to specialise in a particular area of journalism. Classes in analysis are taught to all students of media practice degrees at Westminster. They help you to develop a critical understanding of the media industries, their products and their audiences. You learn how to analyse media output and examine the relationships between media, society, politics, culture and technology.

### Year 1 (Credit Level 4)

**Practice:** You learn about the basic structure and requirements of news organisations and explore some of the key challenges facing journalism today. You develop core journalistic skills such as research, reporting, and writing news and features, for print, broadcast and online media. You also learn the online multimedia news gathering and presentation skills increasingly required by modern news media organisations.

**Analysis:** All Journalism BA students take two compulsory analysis modules in the first year, Media and Society, and Story, Sound, Image and Text. These modules introduce you to the frameworks in which the media operate and some of the major theoretical tools for analysing them. They consider the place of the media in society, politics, arts and culture.

### Year 2 (Credit Level 5)

**Practice:** In the second year you develop further skills in production, design and writing, creating features, news and multimedia content for newspapers, magazines and websites. There are two sets of optional modules to choose from: one focuses on specialist journalism in different subject areas (Fashion, Sport, Arts and Entertainment, Investigative and International Journalism), the other focuses in more detail on broadcast media and web journalism. There is also an option in shorthand note taking.

### Length of course

Three-year, full-time

### UCAS code

P500

### Location

Harrow

### Teaching and assessment

Practice is scheduled for two days a week, although you are expected to work outside these days if your story demands it. Most modules run for the length of the semester and usually involve one day a week of teaching. Analysis lectures are one hour a week over the semester, with one-hour seminars on the same day. You usually take two subjects each semester. There are no closed-book exams (except in one optional media analysis module) as all practical work is assessed on output and a 'log book', and all analysis work is assessed on essays and performance in seminars.

You can take advantage of our Study Abroad agreements with overseas universities. This means you can spend half an academic year at another university – for example in Australia or the USA – and your studies count towards your degree here.

### Associated careers

Our students have a very high success rate in gaining employment in the media industries, thanks to their cross-media skills and their capacity to work both alone and in teams. Recent graduates have gone to network radio, national newspapers and magazines, respected websites, top PR agencies and major television companies. Other graduates have used their research and writing skills and ability to work in groups to find work in a wide range of employment.

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**Analysis:** In the first semester, you take two compulsory modules, Media Transformations, and Network Society and the Media. These combine theory and analysis, but also involve some fusion with production work. You then have a choice of analysis modules. You have to take at least three over the course of Year 2 and Year 3.

We currently offer: Advertising and Promotional Culture • Audience Studies • Celebrity Culture and the Media • Contemporary Issues in Media Policy • Creativity • Cultural Industries and Media Markets • Law and the Media • Media Around the Globe • Multiculturalism and the Media • News and Public Opinion • Religion and the Media • Sex, Violence and Censorship • Sound, Music and the Media

**Year 3 (Credit Level 6)**

**Practice:** In the third year, you take one extended compulsory module, Final Journalism Project, in the media of your choice – print, online or broadcast. You can also take a specialist journalism module (Fashion, Sports, Arts and Entertainment, or Investigative and International Journalism). If you have already taken one of these in Year 2, you may choose a second one.

**Analysis:** You normally choose one more analysis module to gain the required credits for your degree (see Year 2 for details of options). To complete your analytical work, you produce an academic dissertation on any subject concerned with media or journalism. In the first semester you are offered seminars on different methods of research and given help in choosing your topic through workshops and tutorials. By the end of the first semester you will have chosen a subject and been allocated a supervisor. You complete your research and write up the dissertation in the second semester.

**Work placement**

From the second year to the end of the third year (including vacations) you are encouraged to do as many work placements as possible. Work experience is a degree requirement, and you will need to find your own placements, though staff can help you if you experience difficulties.

**Typical offer for September 2011**

<i>Qualification type</i>	<i>Grade/points</i>
A Levels	BBB
International Baccalaureate	28 points (minimum)
BTEC National Diploma	DDM

Selected candidates will be interviewed by staff and students.

See also standard entry requirements on p206.

# Journalism and Contemporary Arabic Studies BA Honours

## Journalism and Contemporary Chinese Studies BA Honours

These courses aim to train competent linguists and enhance graduate employability by directing students to the vocational aspects of the media industry. The courses also develop graduates' linguistic and cultural skills and knowledge, making them of interest to a wide range of employers.

These are demanding courses of study, which integrate the acquisition of Modern Standard Arabic or Mandarin Chinese with the study of the mass media and the analysis and interpretation of culture in the contemporary Arab/Chinese world. We only accept beginners in Arabic and Chinese onto these courses.

### Course content

The courses are split between Journalism Practice, Language Development and Area Studies modules. Practice classes focus on building core skills – research, interviewing and writing – across all media platforms (print, broadcast, online), then on testing those skills in production tasks (creating websites, newspapers and magazines). Students then take a module in International Journalism and learn more about techniques for analysing the news media in an analysis module, News and Public Opinion.

The language tuition aims to help you to acquire a good or high level of linguistic competence in your chosen language in all four skill areas (reading, writing, listening and speaking), so that you can function linguistically and inter-culturally in relevant professional simulations.

The Area Studies modules teach you to apply knowledge from a variety of disciplines to the analysis and understanding of concepts and issues in the Arab/Chinese world, and to develop analytical and critical insight into contemporary Arabic or Chinese sources. You will also develop an understanding of the social, political and economic context in which the institutions of mass media operate, and critical insight into their products and practices.

In the last year of your degree, you do a Final Journalism Project, which brings together all strands of the course. You work in groups and individually to create serious and demanding pieces of journalism that showcase the practical skills (both journalistic and linguistic) and the cultural knowledge developed on the course.

You will leave the course with experience of working in professional media contexts and with the skills and expertise to gain subsequent employment in areas relevant to the course.

### Year abroad

A year abroad is a compulsory part of this degree. More information is available under the Modern Languages BA Honours course (see p103).

### Length of course

Four-year, full-time including a compulsory year abroad

### UCAS codes

PT56 (Journalism and Contemporary Arabic Studies)  
PT51 (Journalism and Contemporary Chinese Studies)

### Location

Central London (Regent) and Harrow

### Teaching and assessment

Teaching and learning on this course takes place through a combination of formal lectures, seminars and practical workshops; guided independent study and preparation; exposure to professionally relevant simulations and real work environments; and the use of formative assessment of work submitted, including comment on media practice and linguistic performance. The benefit from formal teaching and workshop discussion and analysis in a language setting is directly proportionate to the thoroughness of the independent preparation and review work undertaken by you, individually or through group work.

### Associated careers

This course has been designed to train students for a specialist career in media. Further information on the employment prospects of media graduates are available under Journalism BA Honours (see p141).

### Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBB
International Baccalaureate	28 points
BTEC National Diploma	DDM

See also standard entry requirements on p206.



## Medical Journalism BA Honours

This course is designed to prepare you for a career in medical journalism, or to augment your medical career and to provide an intellectually stimulating and demanding course of study. If you have successfully completed a minimum of two years of the Basic Medical Sciences BSc Honours (pre-clinical), this course trains you in the highest standards of medical journalism. Afterwards, you may return to medical school to complete your primary course. The course is unique – there is no other course specifically devoted to medical journalism in the UK.

### Course content

You will undertake specially modified modules from our postgraduate journalism courses.

Subjects of study include: Editorial Production (Medical) • Feature Writing (Medical) • Layout and Design for Health Specialists • Press Law and Ethics for Health Specialists • Professional Writing for Health Specialists • The Context of Journalism • The Politics of Health and the Media

You will also learn skills in multimedia journalism, equipping you to use audio and video tools as part of writing for the web, and learn alongside students taking Broadcast Journalism. The course will soon be revalidated and there may be some changes to the overall curriculum.

### Work placement

You are required to undertake at least one three-week work placement during the course, usually between the first and second semesters. This will be with a weekly or monthly specialist magazine or on the health pages of a national newspaper. All features, news stories and editorial projects will have a medical angle with medical/health journalists from both the specialist and consumer press contributing as visiting speakers.

### Length of course

One-year, full-time

### Location

Harrow

### Entry requirements

You must have successfully completed a minimum of two pre-clinical years of your medical or dentistry degree and have passed both years at the first attempt. Alternatively, you must have successfully completed two years of a first degree in an allied subject such as nursing, or in related specialisms, such as speech therapy or veterinary medicine.

You should demonstrate a strong motivation towards journalism as a career, or as part of a portfolio career, or to enrich your medical knowledge base. Such motivation may be shown through freelance work, work experience at medical/healthcare publications and/or relevant involvement with your university's student publication.

You must possess above average standards of written and spoken English and have a minimum of Grade B at GCSE English.

You should submit an idea and treatment for an investigative feature, targeted at the health pages of a quality newspaper, such as *The Daily Telegraph*, with your application. Shortlisted applicants will be interviewed. During the interview, you will be asked to complete a short general knowledge and English test. The interview panel will also consider samples of work.

Selected candidates will be interviewed by staff and students.

See also standard entry requirements on p206.



**This course is offered as part of our wider media programme and includes intensive professional training provided by active practitioners. As well as the practice, you will analyse the role PR plays in society and its relationship to the media. The University's interest in the media means you study broader issues relating to the media alongside students of journalism, TV and radio. The PR course is a particularly international one and brings together students from the UK and all parts of the world.**

### Course content

The course places equal emphasis on mastering practical skills and on developing your academic potential. Some of the academic work is specific to the PR degree, but there are also opportunities to develop a critical understanding of the media industries, their products and their audiences. You will learn how to analyse media output and examine the relationships between media, society, politics, culture and technology. The lecturers are among the top names in their field, and are regularly supplemented by current practitioners.

There are opportunities to choose from a wide range of optional modules. You can take advantage of our Study Abroad agreements with overseas universities, spending half an academic year at another university – for example in Australia or the USA – with those studies counting towards your degree here.

### Year 1 (Credit Level 4)

You are introduced to key public relations skills – from writing press releases to dealing with journalists – as well as academic approaches to the subject. You are also introduced to campaigning, and to some of the major academic approaches to the media and society. In the second half of the year you will additionally study Digital PR.

**Analysis:** Students take two core analysis modules in the first year, Media and Society, and Story, Sound, Image and Text. These modules introduce you to the frameworks in which the media operate and some of the major theoretical tools for analysing them. They consider the place of the media in society, politics, arts and culture.

### Year 2 (Credit Level 5)

You will construct and present your ideas for a PR campaign, study Corporate Communications, PR Ethics and Law, and may choose to study Advertising Practice and Specialist Public Relations. You will also study Media Transformations and Network Society and the Media. Option modules include: Advertising and Promotional Culture • Arts and Entertainment Journalism • Audience Studies • Celebrity Culture and the Media • Cultural Industries and Media Markets • Fashion Journalism • International Journalism • Multiculturalism and the Media • News and Public Opinion • Sex, Violence and Censorship • Sound, Music and Media

### Year 3 (Credit Level 6)

You will produce a major final PR project and study current issues in PR. You will also apply the analytical and research skills you have acquired by producing an academic dissertation, a substantial original piece of work on a media/PR-related subject. Other lecture courses are chosen from the list of options available in Year 2.

### Work placement

During the course you are encouraged to do as many work experience placements as possible. There is also a compulsory work experience element to the degree, to be done between the end of Year 2 and the end of Year 3, or in the intervening vacations. You are required to find your own placements, and write reports on your work.

### Length of course

Three-year, full-time

### UCAS code

P206

### Location

Harrow

### Teaching and assessment

All the PR tutors are experienced professionals. The teaching of practice and analysis is combined in many of the modules, which often include practical sessions – for example, running a press conference, or presenting ideas for PR campaigns – alongside more academic lectures and seminars. You will typically have teaching on three days a week (this can vary), but will also have to undertake work on individual and group assignments outside your classes. Staff are available for individual tutorials.

There are no exams (other than in some optional modules). All practical work is assessed on output – individual and group activity, including written work and oral participation and presentations. All analysis work is assessed on essays and other written work, and performance in seminars.

### Associated careers

We have very strong links with the PR industry. Our students have a particularly high success rate in gaining employment in PR and related sectors. Recent graduates have gone to top PR agencies and in-house PR teams in the UK and internationally.

### Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBB
International Baccalaureate	28 points (minimum)
BTEC National Diploma	DDM

Selected candidates will be interviewed by staff and students.

See also standard entry requirements on p206.

## Radio Production BA Honours

This degree provides intensive professional training by active practitioners, along with modules in media analysis and contextual practice. This course is accredited by Skillset, the Government-backed industry body (see p149).

### Course content

You will spend roughly half your time engaged on practice/production-based work, and half your time addressing issues of context and theory concerning the media. Some 'fusion' modules combine both practice and analysis. Media analysis enables you to develop a critical understanding of the media industries, their products and their audiences. You learn how to analyse media output and examine the relationships between media, society, politics, culture and technology. The lecturers are among the top names in their field.

We firmly believe that this balance delivers a rigorous and intellectually stimulating education, along with serious, professional training for a job in the media.

### Year 1 (Credit Level 4)

You begin with an Introduction to Radio module, which gives you an overview of the radio industry in the UK, examines genres and formats, looks at media law and ethical issues and discusses research techniques. You are then introduced to basic production skills, and practice interview techniques, editing, mixing and 'live' studio operation. These skills are developed in Further Radio Production Skills, which includes multi-track editing and web audio and a module dealing with news production, Journalism for Radio. You are also introduced to the frameworks within which the media operate and some of the major theoretical tools for analysing them, in the modules Media and Society, and Story, Sound, Image and Text.

### Year 2 (Credit Level 5)

**Practice:** You will take a compulsory module in News and Magazine Programmes, which will cover all aspects of live radio including news, talk, short features and music. In Radio Features you will work on 'textured' radio features, made on high-end digital editing equipment. Optional radio modules include Music Radio and Internet Radio and Podcasting. You can also choose other optional modules selected from Commercial Music practice or a subject-specialist journalism module.

**Analysis:** After the first year you have two compulsory modules – Media Transformations, and Network Society and the Media – combining theory and analysis. You then have a choice of analysis modules. You have to take two in Year 2 and two in Year 3. We currently offer: Advertising and Promotional Culture • Audience Studies • Celebrity Culture and the Media • Contemporary Issues in Media Policy • Creativity • Cultural Industries and Media Markets • Media around the Globe • Multiculturalism and the Media • News and Public Opinion • Religion and the Media • Sex, Violence and Censorship • Sound, Music and the Media

### Length of course

Three-year, full-time

### UCAS code

P312

### Location

Harrow

### Teaching and assessment

All the practice tutors are experienced professionals, many of whom are still active in their field. There are two semesters each year and you will normally study three or four modules in each one. Practice is scheduled for two days a week, although you are expected to work outside these days when necessary. Media analysis lectures are one hour a week with one-hour seminars on the same day.

There are no closed-book exams as all practical work is assessed on output and a 'log book', and all theory work is assessed on essays and performance in seminars. You can take advantage of our popular study abroad agreements with overseas universities.

### Associated careers

Our students have a very high success rate in gaining employment in radio and the associated media industries. The skills you learn and the ability to work in teams or alone are highly valued across media employment. Recent graduates have gone to work for the BBC and the commercial radio sector (as broadcast assistants and producers, studio managers and researchers), as well as embarking on careers in digital media as web content producers.

**Year 3 (Credit Level 6)**

In your final year you take an extended module, Final Radio Projects, which involves making a series of complex and creative live radio programmes and a piece of individual audio, which might be a documentary, a social action campaign or a series of podcasts.

You will normally take one or two more analysis modules of choice (see Year 2 for options), as you need at least four of these to graduate. To complete the analytical work, you will produce an academic dissertation on any subject concerned with media or communication. In the first semester, you are offered seminars on different methods of research and help in choosing your topic through workshops and tutorials. By the end of the first semester, you will have chosen a subject and been allocated a supervisor. You will complete your research and write up the dissertation in the second semester.

**Work placement**

From the second year to the end of the third year (including vacations) you are encouraged to do as many work placements as possible. Work experience is a degree requirement, and you will need to find your own placements and write reports on your work.

**Smoke Radio**

Radio students are encouraged to take part in and run our award-winning internet radio station, Smoke Radio ([www.smokeradio.co.uk](http://www.smokeradio.co.uk)). This is an invaluable opportunity for all students to learn about music scheduling, presentation and production, outside broadcasts, and marketing and branding. As well as earning Gold Awards for three consecutive years at the Student Radio Awards, Smoke Radio also hosts its own annual awards ceremony, recognising radio talent from all parts of the University.

**Typical offer for September 2011**

<i>Qualification type</i>	<i>Grade/points</i>
A Levels	BBB
International Baccalaureate	28 points (minimum)
BTEC National Diploma	DDM

Selected candidates will be interviewed by staff and students.

See also standard entry requirements on p206.

This is a practice-based course with a strong academic background. You will receive professional training in broadcast television in our multi-camera studios, producing entertainment and magazine programmes as well as single camera documentaries. You will be taught by experienced industry professionals and have a huge opportunity for work experience in Europe's media capital; our students regularly have work experience with broadcasters and major production companies. You will also benefit from media analysis taught by internationally acknowledged experts. This course is accredited by Skillset, the Government-backed industry training body (see p149).

**Course content**

Teaching is divided between practice and media analysis. Practice involves multi-camera production in our extensive studio facilities, single camera programme making on location, and editing using industry-standard software. Classes in analysis help you to develop a critical understanding of media industries, products and audiences.

**Year 1 (Credit Level 4)**

You will take two analysis modules in the first year – Media and Society, and Story, Sound, Image and Text – introducing you to the frameworks in which the media operate and some of the theoretical tools for analysing them. You will also receive a comprehensive introduction to production management and practical skills, including camera work, editing, scripting, sound recording, lighting and legal requirements. New media and alternative distribution methods are an increasingly important part of the course. Optional modules include Internet Drama Production and Documentary Photography.

**Year 2 (Credit Level 5)**

You will take modules in Single Camera Documentary and Multicamera Studio Production, and have options in Promotional Shorts and Creative Video. The second year modules again combine theory and analysis, but also involve some fusion with production work. These are Media Transformations and Network Society and the Media. You then have a choice of analysis modules. You have to take two in Year 2 and two in Year 3. We currently offer: Advertising and Promotional Culture • Audience Studies • Celebrity Culture and the Media • Contemporary Issues in Media Policy • Creativity • Cultural Industries and Media Markets • Law and the Media • Media Around the Globe • Multiculturalism and the Media • News and Public Opinion • Religion and the Media • Sex, Violence and Censorship • Sound, Music and the Media

**Work placement**

From the second year to the end of the third year you are encouraged to do as many work placements as possible, as work experience is a degree requirement. You will need to find your own placements, although we are often asked to provide students for internships and to work on productions for broadcasters and independent producers.

**Year 3 (Credit Level 6)**

In Year 3 you will conceive and produce two longer programmes. You will decide and manage the content and end distribution platform (eg internet, web page, DVD or tape) for the programmes, which will be a multi-camera television show and a documentary.

To complete your analytical work, you will produce an academic dissertation on any subject concerned with media. In the first semester you are offered seminars on different methods of research and given help in choosing your topic through workshops and tutorials. By the end of the first semester you will have chosen a subject and been allocated a supervisor. You will complete your research and write up the dissertation in the second semester.

**Length of course**

Three-year, full-time

**UCAS code**

P311

**Location**

Harrow

**Teaching and assessment**

All the practice tutors are experienced professionals. Practice is scheduled for two days a week, although you are expected to work outside these days as required. Lectures in media analysis are one hour each week, followed by a seminar on the same day. There are no closed-book exams (except in one optional module) as all practical work is assessed on the programme produced, a 'log book' and a critical analysis. All media analysis is assessed on essays and performance in seminars. You can take advantage of our Study Abroad agreements with overseas universities, to spend half an academic year at another university – for example in Australia or the USA – and your studies count towards your degree here.

**Associated careers**

Recent graduates have gone to network radio, national newspapers, top PR agencies as well as broadcasters and major independent production companies. Other graduates have used their presentation skills and ability to work in teams, to find work in a wide range of employment and in self-employment.

**Typical offer for September 2011**

Qualification type	Grade/points
A Levels	BBB
International Baccalaureate	28 points (minimum)
BTEC National Diploma	DDM

Selected candidates will be interviewed by staff and students.

See also standard entry requirements on p206.

The University of Westminster is a Skillset Media Academy, and is recognised as one of the top media teaching institutions in the UK.

The Skillset Media Academy Network ([www.skillset.org/training/san/sma](http://www.skillset.org/training/san/sma)) is a national footprint of colleges and universities that work with industry in developing the new wave of media talent. It has been devised by Skillset, the Government-backed industry training body, and is made up of 22 academies, drawing together creative education partnerships from 43 colleges and universities across the UK. The institutions in the Network are centres of excellence in television and interactive media.

Launching the network in 2007, Greg Dyke, former Director General of the BBC and chair of the Media Academy Approvals Committee said: "We are talking about the next wave of talent... it makes absolute sense for media companies to have partnerships and collaborations with the best academics and the best talent in a network that has benchmarked standards of excellence."

Skillset established the Academies in response to the television and interactive media industries' desire to develop lasting partnerships with further and higher education institutions. The Academies provide an answer to the industry need for fresh talent and innovation, and set new standards in higher education for the design and delivery of practice-based courses.

Undergraduate courses accredited by Skillset as part of the Media Academy are:

- Animation BA Honours (see p44)
- Commercial Music BA Honours (see p152)
- Computer Games Development BSc Honours (see p75)
- Contemporary Media Practice BA Honours (see p139)
- Film and Television Production BA Honours (see p140)
- Photographic Arts BA Honours (see p159)
- Photography BA Honours (part-time) (see p160)
- Photography and Digital Imaging BSc Honours (see p161)
- Radio Production BA Honours (see p146)
- Television BA Honours (see p148)

## Broadcast Journalism Training Council

The Journalism BA course is recognised by the national accreditation body for the teaching of journalism – The Broadcast Journalism Training Council. Their recognition means that the course is approved and acknowledged for teaching journalism – including multimedia skills – to a level equipping students to work in the industry.

This recognition was achieved the first time the course was submitted for validation and matches the recognition that our postgraduate course has had for the last ten years. For more information, visit [www.bjtc.org.uk](http://www.bjtc.org.uk)