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# MEDIA

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Our vibrant learning environment is located just minutes from the famous Ealing Film Studios and only a short hop from Soho and, of course, the centre of London itself.

We offer a fantastic range of courses taught by inspiring professionals.

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Our great facilities and close links with industry partners/sponsors make our thriving centre of media theory and practice one of the best places to develop your career.



Course	Award	UCAS Code	Location	Page
Advertising	BA (Hons)	N564 BA/Adv	Ealing	118
Broadcast Journalism	BA (Hons)	P500 BA/BJ	Ealing	118
Broadcasting	BA (Hons)	P315 BA/Broad	Ealing	119
Film	BA (Hons)	P303BA/Film	Ealing	119
Media Studies	BA (Hons)	P306 BA/MS	Ealing	120
Public Relations	BA (Hons)	P210 BA/RREL	Ealing	120

Image on previous page courtesy of Nick Cooke and Oliver Crawford.

## ADVERTISING

BA (Hons)

**UCAS code:** N564 BA/Adv  
**Duration:** Full-time – Three years  
Part-time – Five to seven years  
**Starting:** September  
**Location:** Ealing

### ENTRY CRITERIA

200 UCAS tariff points at Level 3, which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

### INTERVIEW

Applicants will usually be invited to a group interview. This will provide them with an opportunity to show their enthusiasm and commitment to their chosen subject and a chance to meet the course team.

### COURSE OVERVIEW

The philosophy of this course is to help students to develop as advertising strategists who can think and act creatively, and creatives who can work strategically. The course is based on real-life advertising work practice, with the aim of producing future advertising strategists, planners, handlers and creatives.

Students work together on advertising briefs, researching markets, developing strategies and executing creative campaigns.

Past graduates have been recognised as 'Best New Blood' and presented with gold awards at the prestigious and internationally recognised Designers and Art Directors (D&AD) creative talent show. D&AD is the association for creative advertising and our association with this leading professional creative body provides us with advertising partners such as Leo Burnett, Ogilvy and Mather, Waitrose, Alexander Shaw and St Luke's who set live briefs, provide lectures and offer work placements.

The tutors are industry professionals and the course has strong links to the advertising industry through our network of past students. The University's location gives students a unique link to the major advertising agencies and therefore opportunities for excellent work placements, which are part of the curriculum and give students experience of working in the advertising industry.

### FURTHER STUDY

Graduates can go on to study a variety of postgraduate qualifications in the advertising field.

### CAREER OPPORTUNITIES

Career advice is often given by industry professionals, recruitment consultants such as Kendall Tarrant, and our own careers service. The course opens a wide range of career opportunities in marketing, advertising and other related organisations.

## BROADCAST JOURNALISM

BA (Hons)

**UCAS code:** P500 BA/BJ  
**Duration:** Full-time – Three years  
Part-time – Five to seven years  
**Starting:** September  
**Location:** Ealing

### ENTRY CRITERIA

200 UCAS tariff points at Level 3, which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

International applicants who do not have English as a first language will be required to demonstrate ability at IELTS 7.0 or equivalent. For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

### INTERVIEW

Applicants will usually be invited to a group interview. This will provide them with an opportunity to show their enthusiasm and commitment to their chosen subject and a chance to meet the course team.

### COURSE OVERVIEW

This course provides the skills and understanding necessary to embark on a career within the broadcasting and web-based journalism industries. It provides an insight into the techniques and technologies of radio, television and online formats as they relate to contemporary journalistic practice. There is an emphasis on research, writing, production and presentation, as these represent the core skills required of a broadcast journalist. The course also considers the context of journalistic practice, examining ethical and legal concerns and social, political, institutional and economic factors.

The course has a strong focus on industry practice and includes simulated 'news days', assessed live broadcasts and a work placement. Level 6 includes an independent project and the opportunity to undertake a long-term assessed role as part of the Blast FM radio team.

The course reflects the explosion in news and information delivery via the internet. Teaching is therefore focused on the future, covering both digital and online journalism, and includes the study of the techniques of news and features journalism, examining areas such as current affairs, sports, arts and music reviewing. The broadcasting modules provide an opportunity to learn about the contemporary industry and to work on live and pre-produced projects investigating news, magazine and documentary formats.

### FURTHER STUDY

Graduates can progress to study a variety of postgraduate qualifications in this field.

### CAREER OPPORTUNITIES

Graduates will be equipped to enter careers in radio/television journalism, online journalism, radio/television production and presentation, and broadcasting policy work (eg OfCom).

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## BROADCASTING

BA (Hons)

**UCAS code:** P315 BA/Broad  
**Duration:** Full-time – Three years  
Part-time – Five to seven years  
**Starting:** September  
**Location:** Ealing

### ENTRY CRITERIA

200 UCAS tariff points at Level 3, which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

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### INTERVIEW

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### COURSE OVERVIEW

This course explores the techniques and conventions of radio and television broadcasting, providing graduates with the creative knowledge and skills associated with contemporary media production. The course engages students with the issues and debates surrounding the creative process, institutional practice and the nature of media consumption. It encourages a high level of critical reflection at all stages of project development. At each of the three levels of the degree, students will learn and develop specific skills and techniques relating to research, writing and production. The course also offers a work placement as part of the curriculum to give students experience of working in the broadcasting industry. Students will also gain expertise in the development and production of both live and pre-produced, factual, and music formats. Teamwork is a fundamental aspect of this course.

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### FURTHER STUDY

Graduates can go on to study the MA Video Production and Film Studies, as well as other postgraduate qualifications in this field.

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### CAREER OPPORTUNITIES

On completion of the course, graduates will be equipped to enter a career in areas such as radio or television production, radio or television presentation, radio or television reviewing or media regulation.

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## FILM

BA (Hons)

**UCAS code:** P303 BA/Film  
**Duration:** Full-time – Three years  
Part-time – Five to seven years  
**Starting:** September  
**Location:** Ealing

### ENTRY CRITERIA

200 UCAS tariff points at Level 3, which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

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### INTERVIEW

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### COURSE OVERVIEW

This course offers students an exciting opportunity to pursue comprehensive study in both film and video/DVD practice. The course provides students with a detailed knowledge of aspects of film theory, established industry conventions and new and innovative approaches to production. It has been carefully crafted so that the theoretical film elements complement and underpin practice at every stage of the course. Although the emphasis is on practical aspects of content production by drawing on both theory and practice, students will be able to explore the subject in depth, broaden their range of skills and improve their overall experience in the various disciplines necessary to be successful in either context: the theoretician with vital practical knowledge, or the practitioner with invaluable theoretical insight.

It is this dual emphasis that sets this course apart from more traditional film courses. We encourage academic enquiry, alongside significant hands-on practice using up-to-date technology. The course also offers a work placement to give students experience of working in the film and television industry.

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### FURTHER STUDY

Graduates can go on to study the MA Video Production and Film Studies, as well as other postgraduate qualifications in this field.

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### CAREER OPPORTUNITIES

Graduates will be creative and critical practitioners who can enter the TV, film or video sector in any capacity. They will have both technical and theoretical skills and understanding, but will primarily be creators of content and can consider careers such as film/video journalists, writers, directors, producers, directors of photography, production designers, editors and sound designers.

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## MEDIA STUDIES

BA (Hons)

**UCAS code:** P306 BA/Media  
**Duration:** Full-time – Three years  
Part-time – Five to seven years  
**Starting:** September  
**Location:** Ealing

### ENTRY CRITERIA

200 UCAS tariff points at Level 3, which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

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### INTERVIEW

Applicants will usually be invited to a group interview. This will provide them with an opportunity to show their enthusiasm and commitment to their chosen subject and a chance to meet the course team.

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### COURSE OVERVIEW

Newspapers, radio, film, TV and computer software are powerful instruments of communication. This course enables students to develop the skills and knowledge necessary to examine the way these technologies affect our understanding of everyday life.

This broad-based course offers students a mix of theory and some practical study. Students will sample various aspects of the media industry, making it ideal for those interested in how the media functions, as well as for those planning to work in this field. The course will address key issues and debates that respond to the continually changing media focus of the modern world. Students will learn about media institutions and the cultural industries, whilst gaining good interpersonal and communication skills which are essential to the media professions. Students will also be able to carry out research using recommended learning resources and assume responsibility for their own learning.

Students will benefit from studying in London, which presents the opportunity for study visits and guided tours to key media and culture institutions and organisations. Furthermore, the course offers a work placement which gives students experience of working in the industry and helps them to build a positive profile in preparation for employment.

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### FURTHER STUDY

Graduates can go on to study the MA Video Production and Film Studies, as well as other relevant postgraduate qualifications in this field.

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### CAREER OPPORTUNITIES

Many graduates build careers within media organisations or pursue further academic or teaching roles in media subjects.

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## PUBLIC RELATIONS

BA (Hons)

**UCAS code:** P210 BA/PR  
**Duration:** Full-time – Three years  
Part-time – Five to seven years  
**Starting:** September  
**Location:** Ealing

### ENTRY CRITERIA

200 UCAS tariff points at Level 3, which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

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### INTERVIEW

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### COURSE OVERVIEW

This course offers a theoretical, practical and imaginative approach to external and media relations, communications planning and management, and PR techniques and applications. It also covers skills such as writing and production for PR.

The course ensures that potential practitioners understand the strategic approach to PR, as well as the techniques employed. Students will work on briefs from PR consultancies and PR departments and will use a variety of communication techniques to produce solutions. Industry visits will also be arranged where appropriate.

In addition to lectures and tutorials, students will take on the roles of PR personnel and write briefs, produce reports, make presentations and deliver targeted PR solutions throughout the course. Furthermore, the course offers a work placement opportunity to give students experience of working in the Public Relations industry.

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### FURTHER STUDY

Graduates can go on to study the MSc Corporate Communication, as well as other relevant postgraduate qualifications in this field.

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### CAREER OPPORTUNITIES

Public Relations is an expanding discipline, offering graduates the opportunity to work in a variety of sectors, from corporate and financial PR to consumer, business to business and, increasingly, not-for-profit organisations.