

# JOURNALISM & MASS COMMUNICATION

As a student studying one of our journalism and mass communication courses you will be part of the Westminster School of Media, Arts and Design based at our recently refurbished Harrow Campus. It offers one of the most varied arts and media portfolios in Europe, and you will work alongside students from film, photography, music, fashion, and art and design, in a unique hothouse of creative opportunity. Our journalism courses are rated among the best in the UK and top in London (*The Guardian University Rankings 2016*), and the Department is one of only three British communication and media departments in the world's top 40 (QS rankings 2015).

## Teaching and learning

Our reputation for professional and practice-based education is matched by our distinguished record in academic teaching and scholarly research. Our students are taught by internationally renowned academics from Westminster's world-leading Communication and Media Research Institute (CAMRI), as well as by industry professionals and practitioners with a range of backgrounds.

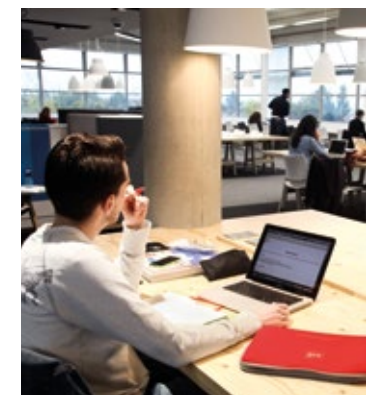
## Employability

Our courses equip you with the skills to succeed in both traditional and new media and communications organisations, newsrooms, print journalism, public relations, radio, broadcast media, public sector and NGOs, and much more. All our degrees have strong industry links, and you are encouraged to do as many work placements as possible; for some of our courses work experience is a degree requirement. Recent graduates are working at BBC Radio One, Radio One Newsbeat, *The Week*, *Music Week*, Sky Sports News, Radio Four, 5Live, Metro Newspapers, The Huffington Post, BuzzFeed, Google News Labs, *The Guardian*, *Cosmopolitan*, MSN, Bloomberg, TalkSport, Kiss, Somethin' Else, Heart, Global and Monocle 24.

See also: Television, Film & Moving Image p172



In 2015 the QS World University Ranking placed our Media and Communications research and teaching in the **top 35** in the world



Library and studio spaces at Harrow Campus

## DIGITAL MEDIA AND COMMUNICATION BA HONOURS

**Length of course:** Three years full-time

**UCAS code:** PP39

**Campus:** Harrow (See p22)

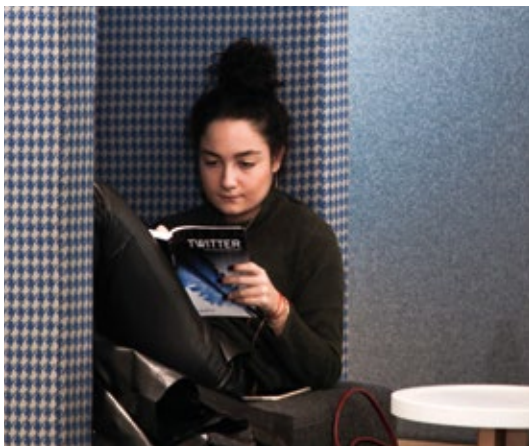
**Typical offer for September 2016:** A Levels – BBB excluding General Studies; International Baccalaureate – 28 points (including a minimum of 5 in Higher English); Edexcel BTEC Level 3 Extended Diploma – DDM. If English is not your first language, you must have an IELTS score of 6.5 overall with at least 6.0 in each element. Selected candidates will be invited to special applicant days to meet staff and students. See also entry requirements on p197.



This is a communications degree for the 21st century. It is not tied to a particular media industry, but instead recognises the ongoing practical and conceptual convergence between technologies, industries and ways of communicating.

Our graduates are skilled researchers, critical thinkers and creative communicators. You will understand the production, distribution and uses of networked digital media, and will have informed critical perspectives on the social and cultural significance of mediated communication. You will develop high-level skills through academic study, through producing websites to a professional standard, and through devising and conducting an original research project. Many of our graduates build successful careers in the creative industries, but the degree will also enable you to work across a broader range of sectors and professions.

For module information and further details, please visit: [westminster.ac.uk/journalism-and-mass-communication](http://westminster.ac.uk/journalism-and-mass-communication)



## JOURNALISM BA HONOURS

**Length of course:** Three years full-time

**UCAS code:** P500

**Campus:** Harrow (See p22)

**Typical offer for September 2016:** A Levels – BBB excluding General Studies; International Baccalaureate – 28 points (including a minimum of 5 in Higher English); Edexcel BTEC Level 3 Extended Diploma – DDM. If English is not your first language, you must have an IELTS score of 6.5 overall with at least 6.0 in each element. Selected candidates will be interviewed by staff and students. See also entry requirements on p197.



The Journalism BA Honours degree is a distinctively modern media course with creativity and employability at its core. It combines traditional reporting and writing with online, multimedia and networking skills, and is informed by world-leading media research and high-level industry connections and expertise. The course attracts a diverse group of students from across the UK, Europe and beyond, and is based in the University's School of Media, Arts and Design. It draws on these strengths, along with the energy and industry connections of its London location, to offer a cosmopolitan and creative learning culture, a research-informed global perspective on the media, and a uniquely flexible structure which allows you to develop specialist skills and knowledge that suit your long-term career aims.

For module information and further details, please visit: [westminster.ac.uk/journalism-and-mass-communication](http://westminster.ac.uk/journalism-and-mass-communication)



"Being taught by former Top Gear director, then by media theorist Gauntlett later on this semester! @UniWestminster is so cool :)"

**@DipaliLimbachia**

Dipali Limbachia, Journalism BA Honours, first year

## MEDICAL JOURNALISM BA HONOURS

**Length of course:** One year full-time

**Application:** Apply directly to the University at [westminster.ac.uk](http://westminster.ac.uk)

**Campus:** Harrow (See p22)

**Typical offer for September 2016:** See [westminster.ac.uk](http://westminster.ac.uk)



This one-year course is unique – there is no other UK university course specifically devoted to medical journalism. The course is designed for intercalating medical students who have successfully completed a minimum of two years of the Basic Medical Sciences BSc Honours (pre-clinical).

The course will develop your critical understanding of the concepts and techniques of contemporary convergent journalism, including news values, story research, news writing and multimedia reporting techniques. As well as developing effective writing skills and techniques for print, you will learn to write for the web, and master the audio and video tools used by online journalists. The course will train you in the highest standards of medical journalism, and prepare you for a journalistic career alongside your work as a doctor.

For module information and further details, please visit: [westminster.ac.uk/journalism-and-mass-communication](http://westminster.ac.uk/journalism-and-mass-communication)



## PUBLIC RELATIONS AND ADVERTISING BA HONOURS

**Length of course:** Three years full-time

**UCAS code:** P210

**Campus:** Harrow (See p22)

**Typical offer for September 2016:** A Levels – BBB excluding General Studies; International Baccalaureate – 28 points (including a minimum of 5 in Higher English); Edexcel BTEC Level 3 Extended Diploma – DMM-DDM depending on subject taken and overall academic profile. If English is not your first language, you must have an IELTS score of 6.5 overall with at least 6.0 in each element. Selected candidates will be interviewed by staff and students. See also entry requirements on p197.



This course places equal emphasis on mastering practical skills and developing your academic potential. This combination has helped secure our position in the top five of *The Guardian* University Rankings 2015 for this subject. You receive intensive preparation for professional life from practitioners, and will understand the role of PR and advertising in society and their relationship with, and content for, all forms of the media – earned, owned and bought. You will also develop a critical understanding of the changing creative industries, their products and their audiences.

The School's media research interests mean you study broader issues alongside students of journalism, digital media and radio. We also have strong links with the PR and advertising industries, inviting in a range of guest speakers, and organising events and visits. Work experience is readily available given London's leading position in the world of PR and advertising.

For module information and further details, please visit: [westminster.ac.uk/journalism-and-mass-communication](http://westminster.ac.uk/journalism-and-mass-communication)



"I've had such a brilliant first week of classes at the @UniWestminster, Good to be back here!"

**@marcelkl**

Marcel Klebba, Public Relations and Advertising BA Honours, second year





## RADIO AND DIGITAL PRODUCTION BA HONOURS

**Length of course:** Three years full-time

**UCAS code:** P312

**Campus:** Harrow (See p22)

**Typical offer for September 2016:** A Levels – BBC excluding General Studies; International Baccalaureate – 28 points (including a minimum of 5 in Higher English); Edexcel BTEC Level 3 Extended Diploma DMM-DDM depending on subject taken and overall academic profile. If English is not your first language, you must have an IELTS score of 6.5 overall with at least 6.0 in each element. Selected candidates will be interviewed by staff and students. See also entry requirements on p197.



This degree provides intensive professional training by active practitioners to prepare you for a career in the radio and audio industries and related fields of digital production. You will learn how to produce audio and digital content for a variety of broadcast platforms, and in different formats, using the latest technology. Practical production work is complemented by academic scholarship in media theory. You will learn how to analyse media output and examine the relationships between media, society, politics, culture and technology.

Our graduates are working for the BBC, independent production companies and in the commercial radio sector as broadcast assistants and producers, studio managers, and digital content and social media producers. Others have become successful freelancers, presenters, DJs, marketing executives and music promoters.

For module information and further details, please visit: [westminster.ac.uk/journalism-and-mass-communication](http://westminster.ac.uk/journalism-and-mass-communication)



### FACTS & FIGURES

The University's student-run radio station Smoke Radio was named Best Student Radio Station at the 2015 Student Radio Awards.