

Media Content, Communication and Journalism Modules for Visiting Students



These modules are designed to equip students with both the knowledge and skills to understand the world of media and to engage with it as practitioners, researchers, media theorists and industry experts.

One of the main characteristics is the integration of theory and practice, as well as being introduced to aspects of the media industry. Students can choose modules where they will acquire practical skills in media production across a range of digital platforms eg i.e. video, websites and podcasts, television, websites, motion graphics. A wide range of industry-standard practice facilities is available, including a dedicated TV studio and audio editing suites, podcast rooms and animation labs

Level 4 modules are introductory and give students the opportunity to develop practical core skills in content creation, including creative digital, visual and audio production. Students will study key theories and current debates in media in the age of digital social networks. They will also learn about working in media and how the industry runs.

Level 5 modules build upon the theoretical and conceptual understanding developed at introductory level and enable students to grow their digital media production and content creation abilities through collaborative and individual practical projects, and begin to develop a portfolio. These modules will help further develop audio, video and written storytelling and communications skills by making magazines, websites, social media assets, vertical video, TV and radio packages and much more.

At level 6, there are a range of optional media specialisms to suit a wide range of career paths including: specialist journalism in sports, fashion or arts and entertainment; visual storytelling, TV production, social media management, and podcasting.

For Study Abroad and International (non-EU) Exchange students, as this subject is interdisciplinary in nature, please note that there are related modules available in other subject areas as well. For example, in Creative Writing, there are *CW4004 Writing that Works* and *CW5004 Introduction to Screenwriting*.

Updated March 2026/PJW

Entry requirements: GPA of 2.75 or above (out of 4.0) or equivalent

Pre-requisites:

- Level 4: there are no formal pre-requisites
- Level 5/6: prior study of media/communication/journalism at university level is required.

Taught at: Penrhyn Road campus

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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The University makes every effort to ensure that module availability & content is correct at the time of publishing, but it cannot accept responsibility for subsequent changes, as part of the University's policy of continuous improvement & development.

Media Content, Communication and Journalism Modules for Visiting Students

Key to Module Descriptors and Suitability

Please note that virtually all Kingston modules are whole year in length running over both teaching semesters. In many instances, two previous single-semester modules had been combined. Consequently, each module in this directory has an indicator as to whether it is suitable for single-semester study, as shown below:

1 - Indicates module is suitable for students on Study Option 1 (Whole Year)

2 - Indicates module is suitable for students on Study Option 2 (Autumn/Fall)

3 - Indicates module is suitable for students on Study Option 3 (Spring)

Notes:

1. All modules are at undergraduate level only.
2. Students enrolled on Study Option 1 are required to study the entire module.
3. Whilst the University makes every effort to ensure that this information is correct at the time of updating (March 2026), it cannot accept responsibility for omissions or subsequent changes. Module availability and content may be subject to change, as part of the University's policy of continuous improvement and development.
4. Details of assessment for students enrolled on either Study Option 2 or 3 where provided are **indicative** only and may also be subject to change as part of the above policy.

Media Content, Communication and Journalism Modules for Visiting Students

Module Code	Level	Module Title	Suitability Key
MD4002	4	Media @ Work	1, 2, 3
MD4004	4	Digital Media Foundations	1, 2
CT4000	4	Thinking about Media	1, 2, 3
CT4001	4	Working with Words	1, 2
CT5000	5	Audio and Video Storytelling	1, 2, 3
CT5001	5	Practical Communications 1	1, 2
JO5012	5	Media Brands, Content Creation and Production	1
MD5010	5	Researching the Media: Key Theories and Methods	1, 2, 3
MD6019	6	Issues in Contemporary Media Environments	1, 2, 3
JO6021	6	Journalism Specialism: Sports Journalism	1, 2
JO6021	6	Journalism Specialism: Arts and Entertainment	1, 2
JO6021	6	Journalism Specialism: Fashion Journalism	1, 3
JO6021	6	Journalism Specialism: Social Affairs Journalism	1, 3

LEVEL 4 – INTRODUCTORY

Module Code: MD4002
Module Title: Media @ Work
Credits: <ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level: 4
Prerequisites: none
Suitability: <ul style="list-style-type: none"> • Study Abroad/International Exchange students for Study Options 1 or 2 or 3 • Not open to Erasmus students as Level 4 (unless home university agrees)

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Content:

This module enables students to explore how the media and communications industries generate, circulate and promote information by drawing on different media and their interconnectedness. Students will be introduced to aspects of the media industry, including its structure and organisations, production processes, content, and audiences.

Students will consider their potential role within the media industry and embark on the start of their personal career planning.

➤ **Autumn Semester topics: How the Media Industry Works**

The focus in this semester is on the different types of job roles in the media industry including: advertising, content creation, marketing, games and the film industry. People from industry will come in and give guest talks.

➤ **Topics:**

- What is Media?
- Content Creators and the Influencer Economy
- Journalism and News Industries
- Publishing and Content Industries
- Screen Industries: Film, TV & Streaming
- Audio, Radio & Podcasting
- Advertising, Marketing, PR & Branding
- Gaming and Interactive Media
- Intellectual Property and Copyright
- Corporate, Non-profit and Government Communication

➤ **Spring Semester topics: Finding your Place in the Media**

This part of the module concentrates on exploring the world of work within the media industries in a more practical way. Students will work with specialist colleagues from the careers and employability team to build their own professional development plan, learn how to write an effective CV, unpack job adverts and research job roles as well as how to present themselves professionally online and begin to network effectively.

➤ **Topics:**

- What is employability?
- Navigate 1: Skills pulse diagnostic
- What makes me so employable
- Navigate 2: Understanding yourself
- Skills reflection and writing CVs
- Creating an Online Personal website (Wix)
- Digital networking and social media
- Personal Development Plan

Teaching: weekly one-hour lecture followed by two-hour seminar/workshop

Assessment:

Study Option 1:

- Media industry report and research log (1,500 words) (50%)
- Employability Portfolio: an up-to-date CV, a professional online site, slide pack briefing for a particular job role within the media industries. (50%)

Study Option 2:

- Media industry report (1,500 words) (100%)

Study Option 3:

- Employability Portfolio (100%):
 - An up-to-date CV
 - A professional online site
 - A slide pack briefing for a particular job role within the media industries.

Note: methods of assessment and weighting are indicative only and subject to change

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Module Code: CT4000

Module Title: Thinking about Media

Credits:

- Full Year: 8 (US) 15 (ECTS)
- Single Semester: 4 (US) 7.5 (ECTS)

Level: 4

Prerequisites: none

Suitability:

- Study Abroad/International Exchange students for Study Option 1 or 2 or 3
- Not open to Erasmus students, as level 4 (unless home university agrees)

Module Content:

This module focuses on key theories and current debates in the media industry. It is about the 'idea' of media, what it means to be a media professional, the ways in which media professionals select and shape material and the role of audiences. The module will focus on developing core academic skills such as research, critical thinking and reading, Harvard referencing, oral discussion and debate alongside skills involved in creating and producing a video essay and group podcast such as multimedia communication, problem solving, working as part of a team,

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

and practical audio production.

➤ **Overall Topics:**

- Understanding the rules and conventions underpinning professional media practice
- Introduction to media industry and academic sources of knowledge
- Introduction to discussion and debate skills
- How to research, structure and reference academic video essays
- How to set up, develop and produce a podcast
- Group working skills
- Presentation skills
- Awareness of Equality, Diversity, and Inclusion

➤ **Autumn Semester:**

- Media spectacles
- Celebs, influencers & fandom
- proliferation of true crime content & mediated trials
- Media Scandals
- Apocalyptic futures
- Sports media
- Protest cultures
- Youth subcultures
- Podcasting

➤ **Spring Semester:**

- Introduction to media ecology: visual to acoustic
- Sociability vs connectivity
- From networks to tokenism
- Promotional cultures
- Smart cities
- Cinematography
- virtual bodies/ embodied virtuality
- Seminar (audio visual referencing/ opening & closing credits)
- What is a video essay?
- Video scripting

Teaching: weekly 1-hour lecture and weekly 90-minute seminar

Assessment:

Study Option 1:

- 10-minute podcast and research log (40%)
- 5-minute video essay (60%)

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Study Option 2:

- 10-minute podcast and research log (100%)

Study Option 3:

- 5-minute video essay (100%)

Note: methods of assessment and weighting are indicative only and subject to change

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Module Code: CT4001

Module Title: Working with Words

Credits:

- Full Year: 8 (US) 15 (ECTS)
- Single Semester: 4 (US) 7.5 (ECTS)

Level: 4

Prerequisites: none

Suitability:

- Study Abroad/International Exchange students for Study Options 1 or 2
- Not open to Erasmus students, as level 4 (unless home university agrees)

Module Content:

This module introduces students to the skills needed to originate, research and write effective content for a range of digital media including: social media posts, blogs, news articles, web content and SEO. Students will gain experience in creating, gathering and putting together clear, accurate and engaging text and stories directed at specific audiences. They will also consider the impact of their written content decisions and develop their own writing and editing skills.

➤ **Overall Topics:**

- How to research, write and present content across digital platforms
- The impact of search engines and algorithms on the way content is sourced and written
- The creation of digital platforms, for example blogs, social media accounts, websites to develop skills in writing and uploading content to different environments
- How to use a variety of apps and digital tools to create content
- The importance of audience engagement with digital content and exploring methods to foster this

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

- Applying factual checks on information and sources
- Developing understanding of collaboration and other uses of 'social listening'
- Working as a team
- What makes a story a story? Understanding and applying news values
- How is a story and content communicated clearly and efficiently to the audience?
- Why does a content creator or journalist have to do research? What are sources? Where's the best place to go for information? What are the most effective techniques?
- What are direct quotes used for and how are they obtained?
- Interviewing skills: asking the right questions, note-taking, identifying quotes, finding information
- How to structure, plan, organise and select material
- Writing well: how does writing succeed? Using correct English, grammar, spelling and punctuation and writing to a specified house style.
- Using relevant technologies and formats to produce written content
- The importance of accuracy and attention to detail

➤ **Autumn Semester:**

- What's a story and the importance of the intro
- Quality of a quote: How to write what people say
- Digging for gold: How to find a story
- How do you sell a story online?
- How to be Google-friendly - the essentials of SEO
- The basics of an explainer
- How to craft a helpful explainer for social
- Asking questions, interviewing, press conferences and getting quotes for news
- The news conference

➤ **Spring Semester:**

- The news website and writing online
- Controlling your language
- Newsletters and editorial conference
- Punctuation
- The Joy of Grammar
- Web Design Lecture
- Dear John and Video interviews

Teaching: weekly 1-hour lecture and weekly 2-hour seminar

Assessment:

Study Option 1:

- Group website and associated social media (40%)
- Portfolio: news story, press conference and the Instagram explainer (60%)

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Study Option 2:

- Portfolio: news story, press conference and the Instagram explainer (100%)

Note: methods of assessment and weighting are indicative only and subject to change

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Module Code: MD4004

Module Title: Digital Media Foundations

Credits:

- Full Year: 8 (US) 15 (ECTS)
- Single Semester: 4 (US) 7.5 (ECTS)

Level: 4

Prerequisites: none

Suitability:

- Study Abroad/International Exchange for Study Options 1 or 2
- Not open to Erasmus students, as level 4 (unless home university agrees)

Teaching: weekly 1-hour lectures and 2-hour seminars/workshops

Module Content:

This module aims to acquaint students with historical and contemporary digital media practices and design principles as a basis for developing media communication skills.

Students will develop visual thinking, software skills and an understanding of the range of digital media production by selectively experimenting with digital form and content.

➤ **Overall topics covered include:**

- Tools /Output
 - MAC environment / computer metaphor
 - Image Resolutions (print v screen)
 - Aspect Ratios (mobile / video / web)

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

- File Formats (bitmaps/vectors /video /audio /web)
- **Meaning and Visual Language:**
 - Historical & Theoretical Context: Semiotics
 - Form & Content: (e.g. image making: montage / remix)
 - Document and documentary
- **Rich Media / Interactive, Audio & Motion**
 - Animation
 - Interactivity
 - Moving image, video editing
 - Soundscapes
- **Participation / Dialogue**
 - Interfaces and Interactivity
 - Blogging
 - Templates
 - Teamworking skills
 - Writing (RW Cultures)
 - Social media
 - How to produce a production journal'
 - Evaluative writing'
- **Trends**
 - Convergence
 - Distribution
 - Consumption: mobile; apps; gaming; ubiquitous
 - Social Media
 - Intellectual Property: copyright
 - Open Source/Share Culture
- **Autumn semester topics:**
 - Photography and Photoshop
 - Gibbs' reflective cycle
 - Animation
 - Sound and Sampling
 - Digital Media as Art
 - Gallery visit
 - Copyright
- **Spring semester topics:**
 - Design principles and formats
 - Narrative Project

Teaching: weekly 1-hour lectures and 2-hour seminars/workshops

Assessment:

Study Option 1:

- Production journal: individual blog – at least 12 entries (40%)
- Group narrative project (60%)

Study Option 2:

- Production journal: individual blog (100%)

Note: methods of assessment and weighting are indicative only and subject to change

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LEVEL 5 – INTERMEDIATE

Module Code: CT5000

Module Title: Audio and Video Storytelling

Credits:

- Full Year: 8 (US) 15 (ECTS)
- Single Semester: 4 (US) 7.5 (ECTS)

Level: 5

Prerequisites: study of media and communication at university level

Suitability: study options 1 or 2 or 3

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Module Content:

This module will give students hands-on experience of telling stories using video and audio and will provide them with the tools to deliver compelling content across multiple platforms. Ideas always hold creative currency and so students will be required to generate and pitch two original audio and video ideas with particular audiences in mind. Students will produce a digital portfolio containing a video package and audio report or short podcast by the end of the module.

Students will learn how to capture and record quality content using industry standard equipment. They will learn to write to pictures and how to use sound for storytelling. They will receive voice coaching, read a radio bulletin and will produce their own television programme in a studio setting.

Technological advances constantly change the way people digest news. Therefore, students will be introduced to podcasts and storytelling on social media. They will discover what the ever-evolving digital world means for broadcasting and the modern news environment. They will also learn the language of the broadcast newsroom and understand its different roles.

➤ **Topics:**

- Future proof your skills – podcasts and video for social media
- The killer idea – how to have one and get it commissioned
- Developing an effective pitch and storyboard
- Developing an appropriate structure and style
- Storytelling with pictures and sound: how stories work in marketing, journalism, advertising, social media
- The evolving media workplace – the jobs, the rules and the language
- Meet the audience – the changing face of the viewer/listener
- Presenting - the radio bulletin, the piece to camera, the news anchor, the show presenter
- Capturing a great interview
- Constructing a sequence
- Finding guests and interviewees
- Researching and planning a shoot or recording session
- Managing the edit
- Health and safety on location
- Use of digital tools such as generative AI to research ideas and help write social media text

Teaching:

- weekly lectures and practical workshops

Assessment:

Study Option 1:

- Audio piece: Radio package (up to 5 minutes long with at least two interviewees/short podcast with inserts and interviewees, up to 10) (50%)

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- Video package: up to 2.5 minutes long. Can be 'authored' piece featuring interviewee's voice only, or reporter's voice + interviewees, plus a cut down version to run on social media outlet of choice, with accompanying short text to promote engagement. (50%)

Study Options **2/3**:

- Part of study option 1 assessment

Note: methods of assessment and weighting are indicative only and subject to change

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Module Code: CT5001

Module Title: Practical Communications 1

Credits:

- Full Year: 8 (US) 15 (ECTS)
- Single Semester: 4 (US) 7.5 (ECTS)

Level: 5

Prerequisites: study of media and communication at university level

Suitability: study options 1 or 2

This module will give students the skills they need to find and produce content to reach any audience. They will develop the tools to find and create interesting factual content to capture an audience's attention, such as advanced search and original research. They will develop their writing and production skills to learn how to package these stories for different audiences.

They will also learn how to extend the reach of their stories using social media, analytics and keywords. These stories will then be published on a website and on social media, using a range of multi-media such as images, video and audio. Finally, the role that AI is increasingly taking in communications is explored.

➤ **Topics/Aims:**

- Developing content creation skills – what makes something interesting and engaging.
- Developing writing skills for different audiences and platforms.
 - Developing writing skills by editing and subbing.
 - Creating content for social media and converting existing stories into social content.
 - Using analytics and keywords to increase the reach of stories.
- Interviewing – using different techniques to get the best quotes for different content, how to handle PR people and avoid getting fobbed off.
- Data journalism, working with numbers and creating charts and graphics for your content.

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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- Fact checking, truth and common mistakes.
- Common legal problems and how to write and handle right to replies in the real world.
- Understanding the role AI plays in communications and the pros and cons.
- Understanding what PR is and how to write a press release.
- Analysing how brands use social media to promote themselves

Teaching: One three-hour workshop weekly and two four-hour content creation sessions

Assessment:

Study Option 1:

- Portfolio - 1,800-words (70%)
 - Three pieces of content:
 - A story that is written (600 words)
 - A social media post with captions (600 words equivalent)
 - Press release (600 words)
- Brand strategy – 700 words (Powerpoint) (30%)

Study Option 2:

- Part of study option 1 assessment

Note: methods of assessment and weighting are indicative only and subject to change

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Module Code: MD5010

Module Title: Researching the Media: Key Theories and Methods

Credits:

- Full Year: 8 (US) 15 (ECTS)
- Single Semester: 4 (US) 7.5 (ECTS)

Level: 5

Prerequisites: prior study of media and communication at university level

Suitability: study Options 1 or 2 or 3

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Module Content:

This module builds on the theoretical concepts introduced via prior learning, looking closely and in more depth at how these concepts emerged and developed in the twentieth and twenty-first centuries, and examines their utility in the understanding and analysis of contemporary media and communication cultures. It also expands students' knowledge and understanding of key research methodologies associated with the discipline of media and communication through an embedded series of Research Methodology Workshops.

➤ **Autumn Semester topics:**

- Necropower
- Dead Media: Obsolescence in media theory
- Coloniality
- Platformization & Web Economy
- Comics as a medium
- Photography as Research Methodology
- Dromology
- Mediated cultural memory
- Technobiography

➤ **Spring Semester:**

- Remediation theory
- Narrative theory in TV studies
- Sonic theory
- Data Visualisation
- automation and technological determinism
- video game theory
- The digital unconscious

Note: methods of assessment and weighting are indicative only and subject to change

Teaching: weekly 2.5-hour lectures

Assessment:

Study Option 1:

- Group presentation (15 minutes). Students will be assessed individually. Individual critical reflection on working in a group (500 words) (40%)
- 2,500-word research essay or 8-10 min video-essay (60%)

Study Option 2:

- Group presentation (15 mins) & reflection (100%)

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Study Option 3:

- 2,500-word research essay or 8-10 min video-essay (100%)

Note: methods of assessment and weighting are indicative only and subject to change

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Module Code: JO5012

Module Title: Media Brands, Content Creation and Production

Credits:

- Full Year: 8 (US) 15 (ECTS)

Level: 5

Prerequisites: prior study of journalism/media/communication at university level

Suitability: study option 1

Module Content:

Digitisation has upended the journalism industry, and no category has arguably been more affected than magazines. What existed, undisrupted, for centuries as a simple print container has now evolved into a world of content empires. But, despite economic changes, modern magazines dedicated to trends and interests endure while others have evolved into all-encompassing media brands.

This module looks at how contemporary publications are ideated and positioned, and how they co-operate to create cross-platform editorial content. Students will learn about the contexts within which the sector operates - past, present and future - and reflect on these developments by researching, originating and developing a magazine concept.

Students will build effective editorial and team-working skills and adapt these to the needs of differing audiences and objectives through the origination and production of your own media brand, and associated products such as print magazines, websites, and apps. The Future Skills Explore Learning Outcomes are delivered in this module.

Module Content:

➤ **Autumn Semester topics:**

- Introduction to Magazine Media Brands
- Readers & Creating an Editorial Strategy
- What's in a Name? Building a Brand
- Beyond the Print Legacy
- The main ingredient: What's a feature?
- What's the big idea? Plotting a feature
- How do I find out about that? Researching features
- The art of feature interviewing
- Writing up features
- What you need to know about commercial content
- What does it take to make a magazine?

➤ **Spring Semester: Magazine Production**

- What does it take to make a magazine?
- A guide to print magazine production
- How to edit copy and research images
- Looking good - principles of print magazine design
- The importance of the cover
- Writing coverlines and editorial furniture
- Proofing - the vital last step
- Getting ready to go to press

Teaching: weekly 2.5-hour lectures

Assessment:

Study Option 1:

- Magazine project (50%)
- a 2,500-word portfolio including a 500-word critically reflective review (50%)

Note: methods of assessment and weighting are indicative only and subject to change

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LEVEL 6 – ADVANCED

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Module Code: MD6019

Module Title: Issues in Contemporary Media Environments

Credits:

- Full Year: 8 (US) 15 (ECTS)
- Single Semester: 4 (US) 7.5 (ECTS)

Level: 6

Prerequisites: study of intermediate-level media and communication theory

Suitability: study options 1 or 2 or 3

Module Content:

This module seeks to synthesize and draw together students' understanding of theoretical and contextual approaches to the interpretation of media and culture learnt about in prior study and enable students to apply this in an analysis of contemporary issues, practices and debates.

This module is taught via 4 different option strands, with 2 running in each semester. So a single-semester student would choose one to explore contemporary issues in media and culture.

Note: *Strands may vary each year or change semester.*

➤ **Autumn Semester: 'Stardom and Celebrity' or 'Transmedia and Global Horror'**

❖ ***Stardom and Celebrity***

This option examines issues surrounding contemporary and historical celebrity. It will explore theoretical debates around representation and discourse, fan practices and pilgrimage, and encourage diverse methods of research.

It considers celebrity figures as cultural icons whose meanings change in relation to different social and historical contexts, places and audiences, and who generate their own range of cultural texts.

The option enables and encourages students reflect critically upon their own use of, engagement with and interpretation of celebrity texts, and to explore various ways of both researching and of articulating and presenting original research findings, through traditional scholarship and through creative practice.

❖ ***Transmedia and Global Horror***

This option will explore the relationship between filmic and televisual horror through a global, transmedia and transnational perspective. While the beginning of cinematic horror can be traced back to the cinematic adaptation of stage plays of literary classics including Bram Stoker's *Dracula* and Robert Louis Stevenson's *Jekyll*

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

and Hyde, contemporary horror is as much televisual as it is filmic with television series based upon films and vice-versa as the recent success of Bates Motel, The Legend of Sleepy Hollow and Hannibal on the small screen and the X-Files films on the large screen demonstrate. In addition, cult Japanese films including Ring and Ju-On were preceded and anteceded by television series, while One Missed Call (Nakata: 2002) gave rise to a short-run series in 2005. Furthermore, the success of K-horror on the global stage revitalised the television series Hometown Legends/Korean Ghost stories in 2009 which is based upon traditional myths and folk tales. Finally, the Master of Horror television series which ran for two seasons (2005-2007), had episodes by Dario Argento (Jennifer & Pelts), Miike (Imprint) and Nsuruta (Dream Cruise). As such, this module is concerned with modern horror as both a global and local product and a televisual as well as cinematic genre.

➤ **Spring Semester: 'Cults, Conspiracies, Technology and Media' or 'Creative Digital Environments'**

❖ ***Cults, Conspiracies, Technology and Media***

Students will consider the more arcane side of our engagement with the media. The strand investigates our sometimes obsessive and fetishistic relationship with media culture; the role of media technology in the formation of the culture wars and their role in an increasingly ideologically divided society. Among other topics, we delve into the formation of gaming and conspiracy cults; tech fetishism; the darker side of the internet - pornography, criminality and the dark web; meme culture, creepypasta and digital folklore. The strand takes a deep dive into the darker and more esoteric nooks and crannies of internet and media culture.

❖ ***Creative Digital Environments***

This option explores the production processes, methodologies, and technologies that shape contemporary digital media practice. It draws on debates in digital culture, media arts, expanded moving image, storytelling, and digital humanities. We will ask how ideas of the frame and the screen continue to influence digital arts, what we mean by "the digital" in practice, and how digital technologies operate within cultural and media environments. We will also consider how artists develop conceptual questions as a working method, and how computational systems can reproduce bias. Alongside this, we will discuss issues such as gendered design, the social and political implications of computation, the reimagining of oral storytelling in virtual environments, and the ways indigenous youths can self-represent through media.

Each week, students will explore different aspects of digital practice and culture. We will move from philosophical and fine art traditions of framing and viewing to contemporary conditions of making and circulating work in the digital age. Topics include data-driven social media, AI culture, the interface and the meta interface, and production approaches such as remix, re-appropriation, memes, and algorithms.

Teaching: weekly two-hour seminars

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Assessment:

- Study Option 1:
 - Autumn: practical project with a written rationale of 1000 words OR research essay (3000 words) (50%)
 - Spring: practical project with a written rationale of 1000 words OR research essay (3000 words) (50%)
- Study Options 2/3:
 - practical project with a written rationale of 1000 words OR research essay (3000 words) (50%)

Note: methods of assessment and weighting are indicative only and subject to change

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Module Code: JO6021

Module Title: Journalism Specialism: Sports Journalism

Credits: single semester: 4 (US) 7.5 (ECTS)

Level: 6

Prerequisites: substantial study of journalism at university level

Suitability:

- This module strand runs entirely in the autumn semester
- Study Options 1 or 2

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Content:

This is where students start being a sports reporter. It's a packed, in-at-the-deep-end introduction to the skills and know-how needed for the specialism. Students will turn from a fan into a cool-headed, analytical and exciting sports writer.

The sports journalism option is highly practical and students will need to be flexible. Sport isn't a 9-5 activity and there will be evening and weekend reporting to do. Keep up to date with sports (and general) news. There will be a quiz each week.

Topics:

- Why sports journalism?
- Match reporting
- Live match report
- Minor and unusual sport
- Tabloid sport
- Features and previews

Teaching: weekly 2-hour seminars

Assessment:

- Live Match Report - On Campus - 400-450 words (50%)
- Sports feature – 1,000 words (50%)

Note: methods of assessment and weighting are indicative only and may be subject to change

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Module Code: JO6021

Module Title: Journalism Specialism: Arts and Culture

Credits: single semester: 4 (US) 7.5 (ECTS)

Level: 6

Prerequisites: substantial study of journalism at intermediate university level

Suitability:

- **This module strand runs entirely in the Autumn semester**
- Study Options 1 or 2

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Media Content, Communication and Journalism Modules for Visiting Students

Module Content:

Are you a budding critic? A cutting opinion writer? Passionate about film, TV or theatre? A keen interviewer? Or just fascinated by all things pop culture?

This option offers an immersive exploration of the strands that make up arts journalism. From in-depth features to keenly crafted reviews, students will learn some of the many skills needed to create engaging and thought-provoking pieces. Arts journalism penetrates the pages of many newspapers and magazines, with entire publications and websites dedicated to the genre, which comprises everything from literature, film, TV and music to architecture, design, gaming and pop culture.

Whatever your interest, the focus will be on developing feature-writing skills, honing in on particular techniques and requirements. We'll examine both the irreverent and the cerebral, mainstream and niche, with the opportunity to write interviews, profiles, news, previews and even refine a student's inner critic.

Teaching: weekly 2-hour seminars

Assessment:

- features portfolio totalling 2,000 words
- social media log totalling 500 words(100%)

Note: methods of assessment and weighting are indicative only and may be subject to change

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Module Code: JO6021

Module Title: Journalism Specialism: Fashion Journalism

Credits: single semester: 4 (US) 7.5 (ECTS)

Level: 6

Prerequisites: substantial study of journalism at intermediate university level

Suitability:

- **This module strand runs entirely in the Spring semester**
- Study Options 1 or 3

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Module Content:

In this module strand, students explore in-depth and actively engage with the world of fashion journalism. They will develop their researching, writing and reporting skills in order to write professional fashion news, catwalk and trend reports, interviews and features for specialist fashion and mainstream press and websites.

Students will also explore different fashion forums and build a range of digital skills such as blogging, vlogging and social media networking. Students will learn about editorial styling – putting together shopping pages, makeovers and get-the-look pieces – and gain an understanding of main fashion and photoshoots.

The future of fashion journalism is digital, multi-media driven and influencer focused demanding versatile skills in video, social media, and data analytics, moving beyond traditional print to cover crucial issues like sustainability and ethics through platforms like TikTok, Substack, and immersive VR, with a focus on authentic, instant, and globally accessible content rather than just luxury product promotion.

The practices of fashion journalism will be placed in a context throughout the module. Students will gain insight into the fashion industry and how it works: the designers, brands, seasons and how clothes are made. Students will acquire an appreciation of the fashion industry's relationship with the media, the role and function of fashion PR, and the historical, cultural and global economic issues which fashion journalists must understand.

Topics:

- Introduction to Fashion Journalism
- Growing your followers
- Reporting the Catwalk
- The Fashion Industry
- Fashion features
- Trend reports
- Editorial Styling

Teaching: weekly 2-hour seminars

Assessment:

- Fashion Blog or Social Media Account (TikTok/Instagram) (50%)
- Fashion journalism: two written articles, one 500 words and one 1000 words (50%)

Note: methods of assessment and weighting are indicative only and may be subject to change

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Module Code: JO6021
Module Title: Journalism Specialism - Social Affairs
Credits: single semester: 4 (US) 7.5 (ECTS)
Level: 6
Prerequisites: substantial study of journalism at intermediate university level
Suitability: <ul style="list-style-type: none"> • This module strand runs entirely in the Spring semester • Study Options 1 or 3
Module Content: <p>Social affairs journalism is a branch of journalism that focuses on reporting social issues, inequalities, and the lived experiences of communities, often examining how policy, economics and social structures affect people's everyday lives. Social affairs journalism investigates how society works—and for whom.</p> <p>Historically, social affairs journalism emerged as a specialised beat in UK journalism during the 1980s, covering issues from homelessness to mental health care, crime, and social policy failures. It examines both systemic problems and the human stories behind them.</p> <p>The origins of social affairs journalism will be explored and understanding its role and context in explaining the big issues of the day from the housing crisis to LGBTQ+ rights and the climate emergency to contemporary audiences.</p>
Teaching: weekly 2-hour seminars
Assessment: <ul style="list-style-type: none"> • First Person story – 750 words (50%) • Multi Sourced Feature -1,500 words (50%) <p>Note: methods of assessment and weighting are indicative only and may be subject to change</p>
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