



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, i.e. video, websites and podcasts,

television, websites, motion graphics.

Level 4 modules are introductory and examine historical and contemporary developments in media and culture, looking at how our media usage has evolved from photography through video to Snapchat. Modules cover the various media forms and understand how news stories are portrayed across different channels.

Level 5 modules build upon the theoretical and conceptual understanding developed at introductory level with the module [MD5010 Researching the Media: Key Theories and Methods](#). This module looks in more depth at how these concepts emerged and developed in the 20th and 21st centuries. Students will examine their use in understanding and analysis of contemporary media and communication cultures

Modules such as [MD5008 Digital Storytelling](#) will develop students' digital production skills in websites, video, audio and images, encouraging them to think critically about online communication, media arts, digital culture, new documentary, narrative and audiences.

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 Journalism, there is *JO5010 Broadcast Journalism* and in Creative Writing, *CW4004 Writing that Works* and *CW5004 Introduction to Screenwriting*.

Updated April 2025/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 at university level is required.

Taught at: Penrhyn Road campus

Media & Communication Modules for Visiting Students
2025/26

Key to Module Descriptors
Suitability of Module for Students Visiting KU on Study Option _____
1: Indicates module is suitable for students visiting KU on Study Option 1 (Whole Year)
2: Indicates module is suitable for students visiting KU on Study Option 2 (Autumn)
3: Indicates module is suitable for students visiting KU 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 (April 2025), 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.

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

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
MD5005	5	Identity and Difference	1, 2
MD5008	5	Digital Storytelling	1, 2
MD5010	5	Researching the Media: Key Theories and Methods	1, 2, 3
MD6019	6	Issues in Contemporary Media Environments	1, 2, 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

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

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**

Students will study aspects of the media industry including: advertising, sales, social media, marketing, games and broadcasting in order to gain an understanding of how the media makes money. Students are also introduced to different ownership models and how these shape the industry. Critical debates and discussion will consider the challenges and positive implications of media content for wider society.

Topics:

- What is Media?
- Media Industries
- Intellectual Property and Copyright
- Social Media
- TV Formats, developments and sales
- How to get into the advertising industry
- Distribution and Formats
- Exhibition Industries
- The advertising industry

➤ **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?
- What makes me so employable
- Skills reflection and writing CVs
- Creating an Online Personal website (Wix)
- Digital networking and social media
- Critical thinking in the workplace

- Professional Networking
- Personal Development Plan

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

Assessment:

Study Option 1:

- Poster (30%)
- Critical commentary – 1000 words (40%)
- Employment portfolio – including a personal online site, an up-to-date CV and an oral presentation on a particular job role in the media industries. (30%)

Study Option 2:

Poster (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.

Last updated: 15/04/25 PJW

[Return to top](#)

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

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

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, and practical audio production.

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.

Teaching: weekly mixture of whole-group lectures and smaller seminars

Assessment:

Study Option 1:

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

Study Options 2/3:

- part of study option 1 assessment

Last updated: 15/04/25 PJW

[Return to top](#)

Module Code: MD4004
Module Title: Digital Media Foundations
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 for Study Options 1 or 2• Not open to Erasmus students as Level 4

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.

Topics covered include:

- Tools /Output
 - MAC environment / computer metaphor
 - Resolutions (print v screen)
 - Aspect Ratios (mobile / video / web)
 - File Formats (bitmaps/vectors /video /audio /web)
- Meaning and Visual Language (I):
 - Historical & Theoretical Context: Semiotics
 - Form & Content: (e.g. image making: montage / remix)
 - Document (e.g. photojournals / photoessays / recording / remixing / storytelling)
 - Logos & Brands
- Meaning and Visual Language (II):
 - Historical & Theoretical Context: Frames of Reference
 - Type, Text, Fonts
 - Form & Content: (e.g. image making: montage / remix)
 - Rich Media / Interactive, Audio & Motion
 - Motion and Animation, Interactivity (e.g. interactive narratives)
 - Moving image, video editing (music videos / viral ads)
 - Soundscapes
- Participation / Dialogue
 - Orality / 'Voice' / Internet
 - Interfaces
 - Interactivity
 - Templates
 - Writing (RW Cultures)
 - Social media
- Trends
 - Convergence
 - Distribution
 - Consumption: mobile; apps; gaming; ubiquitous
 - Social Media
 - Intellectual Property: copyright
 - Open Source / Share Culture

➤ **Autumn semester topics:**

- Photography
- Gibbs reflective cycle
- Animation
- Sound
- Digital Media as Art
- Gallery visit
- Copyright

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

Assessment:

Study Option 1:

- 3 x Client Briefs: Photo essay, sound recording, stop-motion animation (20%)
- Production journal: Individual Blog – at least 15 entries (40%)
- Narrative Project (40%)

Study Option 2:

Take Home test (100%)

Last updated: 15/04/25 PJW

[Return to top](#)

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

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

Module Content:

This module will introduce 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. You will also consider the impact of your written content decisions and develop your own writing and editing skills.

Hands-on workshops will allow students to practise writing in different styles, respond to live briefs, and to get feedback from lecturers. Students will build up a portfolio of original work both for assessment purposes and to show to prospective employers as well as producing a group website and associated social media in which to showcase their content.

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
- 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

Teaching: Lectures and workshops in pc labs

Assessment:

Study Option 1:

- Group website and associated social media (40%)
- Portfolio of written content (1,500 words) (60%)

Study Option 2:

- part of study option 1 assessment

Last updated: 15/04/25 PJW

LEVEL 5 – INTERMEDIATE

Module Code: MD5005

Module Title: Identity and Difference

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

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

Module Content:

This module introduces major theories in media and cultural studies in order to explore the ways in which different social groups – different ‘identities’ – are represented in the media.

The module examines both mainstream and alternative media representations of gender and sexuality, ‘race’ and ethnicity, social class and national identity, amongst others. These are approached through theories that focus on the significance of ideas of ‘identity’, ‘difference’, ‘culture’, and ‘ideology’ in these representations.

The module also addresses the ways in which the media address different audience groups in terms of their gender/sexuality, class, and ‘race’/ethnicity and explores the extent to which the media define the interests, activities, and characteristics of these audiences.

➤ **Autumn Semester topics:**

- What is Britishness?
- What is the difference between sex and gender?
- What are DEI policies and do they work?
- To teach or not to teach: What is critical race theory?
- Identity at the intersection i: what is intersectionality?
- From queer media to queer baiting: the debate
- Is it disabled or with disabilities: the debate

➤ **Spring Semester:**

- Rap Music and Gender
- The shape of horror
- Mental health in cinema and in fan fiction
- Regional Identities
- Queer cinema
- National Identity and Food: Community and Diaspora

- Fashioning the body: Global identities

Teaching: weekly two- hour lectures/workshops

Assessment:

Study Option 1:

- 1,500-word essay (40%)
- practice portfolio or a research essay (60%)
 - a) Practice portfolio: practical project and rationale (750 words)
 - b) 2,500 words research essay.

Study Option 2:

- 1500-word essay (100%)

Last updated: 15/04/25 PJW

[Return to top](#)

Module Code: MD5008

Module Title: Digital 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

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

Module Content:

This practical module aims to develop students' skills and abilities to produce digital products – audio, video, games, images - in a way that meets contemporary audiences' changing expectations. Students will consider how digital technology can be used to deliver media in the most compelling ways, and analyse how digital storytelling is altering both audiences and the wider media industry. The module aims to provide students with the specialist vocabulary, concepts and skills required for the use of digital storytelling in a variety of professional contexts such as commercial and educational campaigns and the interactive media industries.

Students will consider the short history and emergence of digital storytelling by looking at case studies from various media such as news, television and the internet. They will look at the role of digital storytelling in narrative theory, such as the representation of narrative action, plot and character, and the use of words, images and sound as narrative devices. They will learn how to apply this knowledge to their own media production projects.

Methods for the formal presentation of plans for digital stories such as storyboards and structure diagrams will be covered. Students will learn skills in identifying a story with strong audio visual potential and how to grab the attention of the audience. They will further develop competence in recording audio, shooting photography and video, animation, building interactive games and incorporating powerful narrative into the production edit.

Topics:

- The emergence, context and short history of digital storytelling
- How stories work
- Case studies – digital storytelling in practice: education, marketing, journalism
- Researching and identifying appropriate themes and material
- Developing an effective pitch and storyboard
- Developing an appropriate structure and style,
- Planning a creative approach to using a range of media
- Production schedules: managing available time and resources
- Technologies for digital storytelling: audio, video, interactive media
- Digital film, video and audio production
- Video Editing and Post Production
- Professional Video Camerawork
- Creative Audio Post Production
- Computer graphics and animation
- Narrative in Gaming
- Using digital storytelling tools
- Interactive media

➤ **Autumn Semester:**

- Introduction to Digital Storytelling: the emergence, context and short history of digital storytelling
- Introduction to Digital Storytelling: Case studies – digital storytelling in practice: education, marketing, journalism
- Digital Storytelling Options: Technologies for digital storytelling: audio, video, interactive media
- Options: Transmedia storytelling and planning a creative approach to using a range of media
- Options: researching and identifying appropriate themes and material
- Digital Storyboarding: How stories work - digital storytelling in narrative theory, representation of narrative action, plot and character, and the use of words, images and sound as narrative devices
- Digital Storyboarding: developing an appropriate structure and style – storyboards and structure diagrams
- Pitching your Digital Story: Developing an effective pitch – pitching effectively for different audiences, all the elements that need to be included in the pitch, presentation style
- Pitching: Production schedules: managing available time and resources (awareness of which will need to be shown in your pitch)
- Digital Story Production: Digital film, video and audio production
- Digital Story Production: Professional Video Camerawork
- Interactive Digital Storytelling through Games and Animation: Interactive Media and Narrative in Gaming
- Immersive Digital Storytelling: Immersive media, Augmented Reality and Virtual Reality, Storyboarding for different media and perspectives
- Editing your Digital Story: Video Editing and Post Production for different types of media
- Editing your Digital Story: Creative Audio Post Production
- The Pitch

Teaching:

- Autumn: 1-hour lecture and weekly two-hour lab-based workshop
- Spring: 3-hour weekly lab-based workshops

Assessment:

Study Option 1:

- 15-second video Teaser and Concept Model (30%)
- Pitch Presentation (20%)
- 3-minute digital Story Production (50%)

Study Option 2:

- 15-second video Teaser and Concept Model (50%)
- Pitch Presentation (50%)

Last updated: 15/04/25 PJW

[Return to top](#)

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

Module Content:

This module builds on the theoretical concepts introduced at level 4, looking closely and in more depth at how these concepts emerged and developed in the twentieth and twenty-first centuries. Students will examine their utility in the understanding and analysis of contemporary media and communication cultures by applying them to recent case studies and issues from media, from Love island to apps, from social media influencers to computer algorithms.

But this module is not just about exploring the theories that we need to critically examine media. Students will also examine research methodologies associated with the discipline of media and communication through a series of Research Methodology Sessions. These will prepare students for undertaking an independent research using a methodology of their choice to address a particular topic or issue in the field of media and communication.

➤ **Autumn Semester: Researching Media Content; Consumers**

❖ **Researching Media Content**

- Why and how we research the media
- Examining the Culture Industry in the digital era
- Analysing media discourses
- Visual methods for media research
- Political Debate, social media and propaganda

❖ **Researching Media Consumers**

- Researching people - ethics and imperatives
- Observation and ethnography
- Ethnography and race
- Intercultural Communication
- From ethnography to autoethnography

➤ **Spring Semester: Global Communication; Communication Aesthetics**

❖ **Global Communication**

- Social Media, Social Behaviour
- Orientalism, then and now
- Digital Islamic Art
- Gaming Culture, Hyper reality or hyper imagination
- Artivism

❖ **Communication Aesthetics**

- Mediated experience (Remediation: Refashioning media)
- Remix Creativity: (Remixability)
- Transmedia Storytelling

Teaching: weekly two-hour seminar and one-hour lectures

Assessment:

Study Option 1:

- Applied theory exercise (1,500 words) (40%)
- Research essay - 2,000-words (60%)

Study Option 2:

- Applied theory exercise (1,500 words) (100%)

Study Option 3:

2,000-word research essay (100%)

Last updated: 15/04/25 PJW

[Return to top](#)

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

LEVEL 6 – ADVANCED

Module Code: MD6019
Module Title: Issues in Contemporary Media Environments
Credits: <ul style="list-style-type: none">• Full Year: 8 (US) 15 (ECTS)• Single Semester: 4 (US) 7.5 (ECTS)
Level: 6
Prerequisites: substantial study of intermediate-level media and communication
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. In each, students choose one to explore contemporary issues in media and culture. *Strands may vary each year or change semester.*

➤ **Autumn semester: Stardom and Celebrity or Cult Media, Dead Tech and Media Archaeology**

❖ ***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.

❖ **Cult Media, Dead Tech and Media Archaeology**

In this strand of the module we will consider the changing nature and definition of 'Cult' across a variety of media including film, television and Games. In doing the strand will also take a media archaeological approach drawing on contemporary MA theory. The strand will consider not only had media texts, properties and technology become 'cult' but also how modern day cults (e.g. QAnon) are formed via media and media technologies.

Starting with an introduction to the history, theories and definition of cult (especially film), across the strand we will consider how the way we consume, audiences, intertextuality and hybridity, and the infrastructure of cult has changed alongside our understanding of the term. We will begin with pre and post millennial understandings of cult and the impact of the emergence of the internet fed into a re-understanding of the cult text and continue to discuss a variety of different critical and historical perspectives across the strand.

By taking a dive into some of the nooks and crannies of contemporary media culture since the millenium, this strand will also address some of the more esoteric areas of digital and media cultures - from millennial digital anxieties to internet cults, conspiracies, and creepypastas.

➤ **Spring semester: Screaming Out Loud: International Horror or The Digital Turn: Image, Aesthetics, Media and Archives**

❖ ***Screaming Out Loud: International 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 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.

❖ ***The Digital Turn: Image, Aesthetics, Media and Archives***

This strand addresses the 'digital turn' and its impact on the media we consume - with a focus on film and the digital image. Please note, you do not have to have studied film studies to take this strand as it aims to include those who have not engaged critically with the medium before.

The displacement of the analogue and the turn towards the digital in media culture will be considered. The module will also include discussion of the impact of digital culture on our understanding of the archives.

Areas considered will include the philosophy and ontology of digital cinema and how it has affected the 'indexical' identity and materiality of cinema; the memory, restoration and nostalgia, the digital aesthetic and animation (in which we will carry out a case study of Pixar). The role of the digital in art and how it has provided a new forum of creativity for artists is also considered.

Teaching: weekly two- hour lectures and seminars

Assessment:

➤ **Autumn Semester:**

- Practice Portfolio (50%):
 - Practical Project
 - Rationale (1000 words)

 - or Research Essay (3000 words)

➤ **Spring Semester:**

- Practice Portfolio (50%):
 - Practical Project
 - Rationale (1000 words)

 - or research essay (3000 words)

Last updated: 15/04/25 PJW

[Return to top](#)