

FACULTY OF MEDIA, ARTS
AND DESIGN
POSTGRADUATE COURSES





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WELCOME

The creative sector is one of the most significant growth engines for the UK economy. Throughout the recent recession it has continued to enjoy dynamic progression alongside a proliferation of new business models and professional career trajectories, stimulated in many instances by technology and/or media convergences. At present, the creative economy, which has its biggest UK hub in and around London, provides jobs for 2.5 million people, a highly skilled and enterprising workforce that has grown four times faster than the UK workforce as a whole.

The Faculty of Media, Arts and Design at the University of Westminster plays a significant role in educating the next generations of journalists, filmmakers and photographers, fashion designers, artists and communicators, through an emphasis of professional practice and orientation on world-leading research. By covering the intersection of media, arts, technology and industry through a broad and varied portfolio of taught and research programmes, the Faculty has proven to successfully prepare its graduates to lead and shape the creative industries. In 2013, the QS Worldwide University Rankings has placed the research and courses in Media, Journalism and Communications at the University of Westminster as the UK number one, the second best in Europe and among the top 20 globally. Photographers and filmmakers have their work shown in prestigious cultural venues and events. Graphic designers and animators join global players in the film industry.

If you want to give your creative imagination, curiosity, design ambitions and entrepreneurial energy focus, we can offer you a vibrant and diverse community of students and alumni, researchers, scholars and creative professionals from across the world to interact with and to learn from. In addition, we have grown an extensive network of creative industries partnerships and fruitful international collaborations in study abroad, project work, research and knowledge exchange for the benefit of all our students and our staff. Our industry-standard production and postproduction facilities in purpose-built studios, workshops and laboratories offer creative opportunities and experiences that closely match what you can expect to encounter in professional environments. Our tailored learning support services on our Harrow Campus include a well-stocked and spacious library that is accessible 24/7.

Our campus in Harrow has undergone an extensive programme of refurbishment and modernisation over the past years, including the creation of the Forum, a generous and fluid space for informal learning and exchange and interactive presentations and performance that also contains dedicated project spaces and a new state-of-the-art gallery. And more is planned over for the next period to enhance the learning and teaching facilities of one of Europe's centres of excellence for higher education in the creative arts.

The Faculty of Media, Arts and Design supports the development of competencies such as critical and creative thinking, effective communication, teamwork, social and cultural competencies for global professional contexts and entrepreneurship. It does this by encouraging cross-disciplinary project work in and beyond the Faculty and University, international exchanges, life projects for industry and businesses and placements. The knowledge, skills and values attained at the University of Westminster support our graduates who go directly into employment; who set up their own business; or who decide to embark on further postgraduate and doctoral studies. So, join us, because, as the inventor of the Internet, Sir Tom Berners Lee, said: 'The future is still so much bigger than the past.'



Professor Kerstin Mey
Dean, Faculty of Media,
Arts and Design



KEY STAFF



Professor Kerstin Mey
Dean of the Faculty of Media, Arts and Design

After studying for an MA in Art and German Language and Literature and having obtained a PhD in art theory/aesthetics at Humboldt University Berlin,

Germany, Kerstin held academic positions in universities in Germany and the UK before joining the University of Westminster as Dean of the Faculty of Media, Arts and Design in 2013. Her text-based and curatorial research is concerned with models of the 20th century and contemporary art practices, their situatedness and underlying value hierarchies, with the 'making of knowledge' in relation to art research, technological advances and embodied experience. She is a member of the Austrian Science Board; the Peer Review College of the Arts and Humanities Research Council (UK); the UK HE International Unit's Community of Practice for European Research and Higher Education (Europe CoP) and an elected Fellow of the Royal Society of Arts. She has also previously served as Director of CREST, the Guild HE Consortium for Research Excellence, Support and Training.



Geoffrey Davies
Head of Journalism and Mass Communication

Geoffrey Davies came to teach at the University of Westminster after training as a newspaper journalist and working in television news. As well as

being the original producer of *David Frost on Sunday* and a director of live television, he has worked as a manager in independent companies and at the BBC. At Harrow, Geoffrey has taught multi-camera and news journalism across both undergraduate and postgraduate courses. He has organised many events offering students work experience both on and off campus. He has taught in China, is an External Examiner for Singapore Polytechnic and has twice won industry awards for his teaching.



Alan Fisher
Head of Fashion and Music
Alan was a performer with Cabaret Voltaire, studio designer, founding director of Fon studios, Sheffield, and more recently features writer for the *Mix* magazine. He is

a musician, producer and engineer with projects including Take That, Bjork, Boy George, Frankie Goes to Hollywood and 808 State. Alan is currently working with Music Tank as a professional adviser.



Andy Golding
Head of Film and Photography
Andy is Head of the Department and teaches practice modules at undergraduate and postgraduate level. His skills in lighting, studio and audio visual work are renowned and he has

collaborated on many national and international photographic projects. He has set up a number of collaborations in China and is currently a visiting Professor at the Nanjing Normal University and the Summit College of Art, Nanjing. His most recent paper is in Teaching and Learning through Photography, entitled *The Interactive Photograph*.



Peter Roach
Head of Art and Design

Peter Roach is a practising painter and printmaker who has exhibited in galleries in London and Europe, and shown work at print and drawing biennales. After a wide and

varied training across the field of art practice, including an MA Printmaking at the Royal College of Art and DAAD Exchange award study in Germany, he has worked at a number of universities in the UK and run a series of summer schools in Canada. He currently has a studio-based painting practice in London.



Steven Barnett
Professor of Communications, member of CAMRI

Professor Steven Barnett is a prominent writer and broadcaster on media issues. He specialises in media policy, regulation, journalism, press

ethics and political communication. Over the last 25 years, he has advised government and opposition groups, given evidence to parliamentary committees and the European Parliament, and has directed numerous research projects on the structure, funding and regulation of broadcasting. Since July 2007 Steven has been a special adviser to the House of Lords Select Committee on Communications. He has written widely on communications, and from 1999–2004 was a columnist on *The Observer* newspaper. He is on the editorial board of the *British Journalism Review*.



Charles Brown
Course Leader Media Management MA

Charles has a background in journalism, media consulting and management of digital development companies.

He has advised some of the world's leading media companies and is the President of the European Media Management Education Association.

Charles leads modules dealing with strategic analysis (Media Management: Strategy, Context and Tools), strategic foresight (the International Media Firm in Transition) and strategy formation, innovation and business planning (Responding to a Changing Media Environment). He also teaches undergraduate students and is joint leader of the core first year module Story, Sound, Image, Text.



Hugo de Burgh
Professor of Journalism Director of the China Media Centre

Hugo has 15 years' experience in British TV as a reporter, editor and producer. He is an established authority on

investigative journalism and on Chinese media, the study of which he has pioneered in Europe. He is a Professor at Tsinghua University (on whose Advisory Board he represents Western Europe). His most internationally popular books are *Investigative Journalism* (2nd edition 2008), *China: Friend or Foe?* (2006), *Making Journalists* (2005) and *The Chinese Journalist* (2003).

Tom Corby
Reader in Interdisciplinary Arts

Tom is the Director of CREAM's Doctoral Programme, deputy Director of CREAM and coordinator of the experimental media cluster research at Westminster. He studied Fine Art at Middlesex University (1987) and completed his PhD at Chelsea College of Art & Design in 2001. He has taught at the University of Westminster since 2001 after previously working at Chelsea College of Art and Design and the University of Hertfordshire. His interdisciplinary artworks (in collaboration with Gavin Baily and Jonathan Mackenzie) have been internationally exhibited and have won numerous awards.



David Gauntlett
Professor of Media
and Communications,
member of CAMRI

Professor David Gauntlett's teaching and research is in the area of media and identities, Web 2.0, and the everyday creative use of digital media. He is the author of several books, including *Moving Experiences* (1995, 2005), *Web Studies* (2000, 2004), *Media, Gender and Identity* (2002, 2008), and *Creative Explorations: New approaches to identities and audiences* (2007), which was shortlisted for *The Times* Higher Young Academic Author of the Year Award. He produces videos and other material for the web, including the popular website about media and identities, theory.org.uk.



Winston Mano
Senior Lecturer,
member of the CAMRI Africa
Media Centre

Winston Mano was educated in Zimbabwe, Norway and Britain. He worked as editor for Africa Film and TV and

taught at the University of Zimbabwe. He joined CAMRI in 2000 and obtained his Doctoral degree in 2004. He teaches undergraduate and postgraduate courses. He has written many articles and book chapters, and edited (2005) *The Media and Zimbabwe, a Special Issue of Westminster Papers in Communication and Culture*. Winston is the founding editor of the *Journal of African Media Studies* and sits on the advisory boards of other academic journals. He helped to organise the CAMRI Africa Media Series and to establish the Africa Media Centre.



Anthony McNicholas
Principal Lecturer
Director of CAMRI
PhD Programme

Anthony runs the acclaimed CAMRI PhD programme, one of the biggest in the country in communications, with

nearly 50 PhD students. His research interests are broadcasting history, especially public service broadcasting; the media and politics; newspaper history, in particular 19th-century Irish journalism and nationalism; and the Irish Diaspora. He is currently Director of Studies for PhD students studying media and politics in South America, the Middle East and the UK. He worked on an AHRC/BBC funded project led by Professor Jean Seaton, to produce Volume VI of the official history of the BBC 1975-87, to be published by Profile Books. His own *Politics, Religion and the Press: Irish Journalism in Mid-Victorian England*, was published by Peter Lang in April 2007.



Dr Maria Michalis
Course Leader
Communication MA
Communications Policy MA
and Global Media MA,
member of CAMRI

Dr Maria Michalis holds a BA in political science and

international relations, and an MA and a PhD in communication policy. She joined the University of Westminster in 1998, and teaches modules in the areas of technology, political analysis of communications policy, and European and electronic communications. Her research covers various telecommunications and media policy and regulatory issues, with a focus on Europe. She is author of *Governing European Communications* (Lexington, 2007), and has contributed several book chapters and articles in peer-reviewed journals. Dr Michalis has participated in a range of communication policy-related projects around the world.



Naomi Sakr
Professor of Media Policy,
Director of the CAMRI
Arab Media Centre

Professor Naomi Sakr is the author of *Arab Television Today* (2007) and *Satellite Realms: Transnational Television,*

Globalization and the Middle East (2001), and has edited two collections, *Women and Media in the Middle East: Power through Self-Expression* (2004, reprinted 2007) and *Arab Media and Political Renewal: Community, Legitimacy and Public Life* (2007). Her research interests centre on the political economy of Arab media, including relationships between corporate cultural production, media law and human rights.



Jean Seaton
Professor of Media History,
member of CAMRI

Professor Jean Seaton has written about the media and wars, politics, journalism and disasters, as well as children. Her classic *Power Without*

Responsibility (with James Curran) was published in a 7th edition in 2009; *Carnage and the Media: The Making and Breaking of News about Violence* was published by Penguin (2005). She is the Director of the Orwell Prize for political writing and journalism, and is writing the official history of the BBC. She broadcasts frequently and launched the new BBC history website. She has recently written for *The Guardian*, *The Times* and *Prospect*.



Colin Sparks
Professor of Media Studies,
Director of CAMRI

Professor Colin Sparks has worked at the University since 1974. He taught on the UK's first media studies course and has played a role in

developing our courses. As Director of CAMRI he is responsible for the research activities of the Department of Journalism and Mass Communication. His own research interests include media comparisons across different societies, and he is currently working on a book that looks at the way the media has changed over the last 25 years in six different countries in Europe, Asia, Africa and Latin America. Professor Sparks teaches undergraduate and postgraduate courses in the areas of journalism, public opinion, democracy and human rights.



Jeanette Steemers
Professor of Media
and Communications, member
of CAMRI

Professor Jeanette Steemers is a graduate in German and Russian from the University of Bath and completed her

PhD on public service broadcasting in West Germany in 1990. After working for research company CIT Research and international television distributor HIT Entertainment, she rejoined academia in 1993. Professor Steemers' published books include *Changing Channels: The Prospects for Television in a Digital World* (1998), *Selling Television: British Television in the Global Marketplace* (2004), *European Television Industries* (2005 together with P. Iosifidis and M. Wheeler), and *Creating Preschool Television: A Story of Commerce, Creativity and Curriculum* (2010).

ART AND DESIGN

The Design for Communication MA focuses on current professional practice. The Course Leader runs his own design company, and the course projects are shaped by contemporary design issues – you will work on a number of external projects and competitions, and exhibit your graduation work at 'New Blood', Design and Art Direction's annual London showcase for emerging designers.

The course offers excellent studio facilities, support from a core staff team of practising professionals, and a varied programme of visiting designers. Visits to design practices, exhibitions, projects and events are an important element of the programme, and the course makes full use of London's exciting creative and cultural environment.



A stylized, handwritten signature in black ink, reading 'Peter Roach'.

Peter Roach
Head of Art and Design

DESIGN FOR COMMUNICATION MA

Length of course

One year full-time

Location

Harrow

Course fees

See westminster.ac.uk/fees

This Masters reflects the multidisciplinary nature of contemporary communications, bringing together key subject disciplines in visual communication including graphic design, animation, digital media and illustration. The course will help you to develop the analytical skills and generate conceptual thinking needed to prepare for high-level professional practice.

We are committed to having a broad scope of activities on the course, from traditional graphic skills to future communication delivery methods. The course offers strong links to new media industries, and we work in collaboration with them, and use their advice and expertise, in the ongoing development of the course content.

This is an ambitious programme for students who want to realise their creative potential and self-reliance, working as a freelance or small business operator in the challenging and changing world of the creative communication industries.



COURSE CONTENT

The content of the course is industry focused, and encompasses issues central to contemporary design practice through a process of analysis, experimentation and the practical testing and implementation of creative ideas.

CORE MODULES

Business for Design

In this module you will examine the professional context for design business, management and enterprise. Through a series of lectures and seminars the module will focus on practices appropriate to freelance and small businesses. You will examine key elements of professional practice, and gain insights into the design business through site visits and guest lectures from industry professionals. The module will give practical advice for starting up in business, covering topics including forming and naming your business, choosing and setting up premises, creative thinking and project management, copyright and intellectual property rights, and marketing and managing your business.

Critical Debates in Design

You will address and review current visual, social and technological debates in design, and develop informed views on contemporary topics in design. The module will explore the role of the designer's responsibilities in a social, cultural and economic sense, the role of the designer in communicating to audiences, and the construction of meaning in verbal and visual language. You will increase your awareness of debates and issues in the design field and hone your incisive thinking skills alongside technical abilities. You will develop an engaged reflective practice to make more effective use of your perceptions and discoveries, and work practically and creatively with reference to a wider cultural context.

Design Project A: Visual Identity

During this module you will focus on visual identity and how an entity declares itself within an environment. Visual identity is one of the central tasks of design. Organisations previously described their identities as their 'house style', then their 'corporate identity'; more recently the term 'branding' has been preferred. The module encourages the development of distinctive graphic and typographic visual language through visual identity for specific target audiences. You will develop a range of graphic and image-based solutions, through collaboration, group working and presentations of case studies, while building contacts with industry.

Design Project B: Design Authorship

Building on the experience you gain in Project A, in this module you will focus on publishing and design authorship, acquiring skills in areas such as editorial, magazine, book design, e-book, interactive and website design. You will examine the traditional role of the designer as facilitator, the use of design to communicate other peoples' messages, and the notion of 'designer as author'. You can work on competitions, external projects, collaborative cross-course projects, and self-defined projects, as appropriate, and wherever possible we will run training sessions and workshops, to give you the chance to improve your existing visual communication skills and develop new ones.

Design Research Methods

This module enables you to develop your research skills and methods at a deeper level, in preparation for further study at Doctorate level and for professional practice. It introduces the field of design research as an analytical and practical tool for designers, and establishes the role of critical thinking as a support to the development of an engaged design practice. Theoretical models of design analysis covered include semiotics, communication theory, systematic approaches, semantics and discourse theory. The emphasis will be on why we do what we do and how we can ensure it is effective, through research testing, feedback and a rigorous approach to design.

Major Project/Exhibition

This module enables individual students and student teams to initiate, produce, manage and present a comprehensive design project. The major project is a summation of experience in which you focus your interests, skills and aspirations as designers, and express them in a substantial project. The intended target audience, design strategy, design exploration, research testing, concept development and the chosen mode of presentation of the finished concepts, are among the key issues you will cover and implement. This project will showcase your potential as a visual communication designer and demonstrate your ability to work at a high level of professional practice.

ASSOCIATED CAREERS

As a graduate from this course you will be well placed to work across all sectors of the design and visual communications industries. You will have the knowledge and background to consider setting up your own design company, or to work on a freelance basis within this lively and expanding sector, building on your expertise and potential to be influential within the visual communication industry.

ENTRY REQUIREMENTS

You should normally have a good first degree or a professional qualification in an area of art, design or visual media. Students with other first degrees will be considered, but will be required to show evidence that they possess some knowledge of, and a practice in, visual art or design. Home applicants will be asked to attend an interview with the course team. Overseas students will be asked to submit a portfolio either by post or electronically. It is essential that you have a good command of spoken and written English language (an IELTS score of 6.5 or equivalent).

GUEST LECTURERS

Throughout the course you will attend additional lectures that will bring relevance and outside knowledge to all aspects of your study. Past guest lecturers have included:

- Sean Perkins, North Design
- Gordon Young
- Victoria Talbot, Human After All
- Riccie Janus, Accenture
- Tony Kaye
- Yoko Akama, Akama Design
- Bernie Bowers, Appleby Bowers Creative Associates
- Neville Brody, Research Studios
- Ivan Chermayeff, Chermayeff & Geismar
- Harry Pearce, Pentagram
- Paula Scher, Pentagram
- Andy Vella, Vella Design

KEY STAFF



Peter Smith

Course Leader

Peter is a branding and communications design consultant at Openmind Design Consultancy. His strengths are brand strategy development, communications audits, brand and visual identity design, internal and external communications design.

His experience covers working as a creative director on major international and European brand identity programmes for Accenture, Aer Lingus, BAA, Barclays, Courtaulds, ECA, Heritage Lottery Fund, Hogg Robinson, KONE, National Museum Wales, Odeon Cinemas, Sasol Chevron, Toyota, and VisitBritain.

His previous experience with Luxon Carra, Dialog and Lloyd Northover was as a director in creative and project management roles. He has been responsible for naming, brand design, literature design, conventional and online design guidelines, online communications, corporate advertising and interior design projects for a wide range of clients in a variety of business sectors.

Peter qualified as a fellow and membership assessor for the Chartered Society of Designers and gained an MA from the Royal College of Art. He has won awards from the New York Art Directors Club and the New York Type Directors Club. He is a recipient of the Minerva Award for corporate identity design.

He has lectured in graphic design at De Montfort University, Central Saint Martins, University of Plymouth, Ravensbourne, Middlesex University, and the University of Westminster.



FASHION

Fashion has been taught at our Harrow Campus for over 100 years. What started out as a finishing school for young women has developed and transformed into a complementary range of fashion degree courses with an international reputation for nurturing and creating free thinking, focused and independent professionals.

The Department has an enviable network of study abroad partners in New York, Paris and Hong Kong. We also provide industry placements with some of the best companies in the world, of which we are rightly proud. The opportunities provided by our direct links to industry are evident throughout your time with us, and beyond with our alumni network, the Fashion Retail Club.

Some of our students get to showcase their collections at London Fashion Week with all the major London designers. Others work internationally with companies such as Christian Dior and Chanel in Paris, and Marc Jacobs and American Vogue in New York.

Our alumni include Vivienne Westwood; Christopher Bailey, Chief Creative and Chief Executive Officer of Burberry; Michael Herz, Head of Womenswear at Aquascutum; Stuart Vevers, Creative Director of Loewe; Markus Lupfer, Creative Director of Armand Basi; and Carrie Mundane of Cassette Playa.



Alan Fisher
Head of Fashion

FASHION BUSINESS MANAGEMENT MA

Length of course

One year full-time

Location

Harrow and central London

Course fees

See westminster.ac.uk/fees

This course will equip you with the strategic decision-making, leadership and problem-solving skills you will need to become an entrepreneurial and visionary fashion business leader of the future. It continues the University's fashion tradition of a commitment to excellence in developing highly effective, talented and committed professional fashion graduates.

Working closely with fashion industry professionals, role models and mentors, you will receive a relevant, well-grounded, high-quality education and skill base enabling you to have a wider, clearer understanding of the business you are already involved in. The course offers inside knowledge of industry strategies and cultures on a global basis, combined with key business skills and essential fashion industry management knowledge.



COURSE CONTENT

This course equips you for a business management career in the domestic or international fashion industry. Delivered by a teaching team with a wide range of experience both in industry and academia, the course offers an innovative and relevant fashion business curriculum that focuses on preparing your entry into senior roles in business and management within the industry.

SEMESTER ONE CORE MODULES

Fashion Business and Supply Chain Management

The fashion business dynamics and its fast-shifting product sourcing require an adaptable attitude to spot business opportunities emerging around the world as well as the ability to create and deliver the right product in the right place at the right time. Building profitable relationships with partners and suppliers and balancing costs and risks are key challenges.

To transform an idea into a commercial product involves a complex route: this module is designed to provide an overall understanding of how to manage a fashion business from concept to customer. It will explore a variety of perspectives on global product sourcing and global supply chain issues with the aim of preparing you for the challenges of developing and maximising a strategy whilst still responding efficiently and effectively to constant changes in consumer demand.

Within the generic fashion business process developing, managing and sourcing fashion products from the right locations to ensure you can work to create an organisation that can deliver the right product in the right place at the right time. Building profitable relationships with partners and suppliers, balancing both cost and risk with lead times are the key challenges facing the fashion industry. From the concept of an idea, making it commercial for a particular market and ensuring it reaches the customer when they want it, involves a complex route with a real understanding of the supply chain.

This module is designed to give an overall understanding of fashion business management process from concept to customer. It will explore a variety of perspectives on product sourcing and supply chain issues with the aim of preparing students for the challenges of developing and maximising product development with sourcing strategy whilst still responding efficiently and effectively to constant changes in consumer demand.

With global product sourcing dynamics shifting constantly and more business opportunities emerging around the world, sourcing fashion products from the right locations to ensure you create an organisation that can deliver the right product in the right place at the right time, whilst building profitable relationships with suppliers, balancing both cost and risk with lead times are the key challenges facing the global fashion industry. The concept of an idea, making it commercial for a particular market and ensuring it reaches the customer when they want it, involves a complex route with a real understanding of the supply chain.

Creative Team Building

This course aims to provide you with a thorough grounding in the theory and practice of the management of creative people in organisations, at both strategic and operational levels. It also aims to develop an awareness of the major practical and theoretical dilemmas among individuals, groups and organisations, and to place managerial practices into an historical and international perspective, highlighting both traditional and emerging issues and their importance to develop a sustainable competitive advantage.

This module will acknowledge the challenge of managing creative individuals in the fashion business and managing diversity and conflict which may arise. Through cases studies and in class group work you will examine issues and challenges inherent in recruitment, placement and retention of creative teams and the growth and compensation via human resource management.

As organisations evolve globally, leaders face new opportunities, risks and demands that challenge and stretch their abilities in the context of leading, managing and communicating with people of both different cultures and management structures. Leadership in a diverse and multicultural environment provides a culturally-centred perspective allowing organisational leaders the opportunity to attend to the influence of culture. This module will help you find examples of how multicultural awareness can make your leadership task easier and promotes an organisational culture that is more satisfying to both individuals and their leaders by embracing and celebrating differences.

Strategic Fashion Business Management

The module covers the theories, models, tools and methodologies used in the field of strategic management specifically within the fashion business

It aims to enhance your ability to play an effective role in developing, implementing and monitoring strategy within a business within the fashion or fashion-related, industries. The module especially aims to help you develop a critical awareness of the management of creativity and design within a global context. Fashion enterprises at every level inherently enjoy advantages as well as face the vulnerabilities of the market conditions. This unit opens windows into strategic and creative thinking, analytical evaluation, and business strategy development as well as the decision-making process. The business environment is constantly changing and this affects the market condition, business structure, strategy and style.

SEMESTER TWO CORE MODULES

Finance and Entrepreneurship

The Finance and Entrepreneurship module combines theory and practical knowledge of finance for those in the fashion industry. It also provides a practical, real-world approach to the finances of entrepreneurship by presenting the common financial problems (and their solutions) entrepreneurs often face especially in the fashion world.

With the increasingly critical role played by finance and financial management in the success of global business, a solid grounding in the principles and techniques of finance is essential for a successful business venture. The module is designed to develop your understanding of the core financial aspects of business as well as entrepreneurship through the preparation, interpretation, uses, and analysis of strategic financial information in the context of an understanding of the strategic need for the survival of global business.

This module represents a mixture of financial and management accounting, corporate finance and risk management. The principles and concepts underlying each of these subject areas are examined with particular emphasis being placed upon their practical application in the international fashion industry.

Fashion Marketing and Brand Management

With the competition in the fashion business at its fiercest, it is imperative that companies understand and develop successful and effective marketing strategies for product development and brands for the mass market as well as the luxury goods market.

This module will stimulate critical and intellectual skills and allow you to explore the challenges of developing fashion marketing strategy, to include an understanding of the fashion market, the marketing mix, the consumer, how to make appropriate product adaptations to meet consumer demands, developing strategy to protect and ensure effective intellectual property protection for a brand.



The module also aims to help you effectively develop and overcome challenges in the marketing environment in order to successfully understand how to penetrate new markets and manage brands in order to balance a competitive advantage with profitability in the fashion business.

This module will include:

- an understanding of the global fashion market
- the global marketing mix
- the consumer
- how to make appropriate product adaptations to meet consumer demands
- developing the strategies to protect and ensure effective intellectual property protection for a brand
- ensuring and effectively developing and overcoming the challenges to successfully understand how to penetrate the market in order to balance a competitive advantage with profitability in the global fashion market.

Managing Change and Innovation

One of the fundamental elements of the Fashion industry is that it is producing something new every season or reinventing itself. This is clearly evident in the constant change in the products produced. Change in the processes and organisation of the industry are also constantly occurring – they are less evident but are equally important.

Globalisation of the industry and significant technological advances has led to an increased variety and velocity of change greater than experienced in the past.

Managers in the industry today need to be alert to these changes and know how to manage them. These changes can be initiated by new product or process innovations or can be changes forced upon the industry by external factors. The effective management of any type of change is essential for a business to survive and requires deep understanding of the impact change can have on the people and processes within the business.

This module looks at how a fashion business can successfully innovate and how the changes need to be managed to be successful. This module will be discovering and then analysing the theory and practice of the management of change and innovation.



Major Fashion Business Management Project

The Fashion Business Management Project builds on the skills and experience derived from the previous modules. You will be provided with the opportunity to apply all of the knowledge gained during the programme into a major project to address fashion business issues and challenges while adding to the body of professional practice and theoretical literature.

Supervised by a faculty member in collaboration with yourself and a potential fashion industry representative, the Fashion Business Management Project is recognised by graduates as one of the most rewarding and empowering experiences of the entire programme.

INDUSTRY LINKS

The idea of a Fashion Business Management MA was formulated in discussion with industry leaders. Building on the success of our Fashion Merchandise Management courses and, in particular, the close collaboration with industry we spoke extensively to senior fashion executives. Many felt that although doing an MA in Fashion Business Management would not ensure promotion, potential candidates who learn how to apply the knowledge they gain from the course can become leaders who can inspire others. Those candidates need to understand the values and culture of the industry and, most importantly, recognise the difference between information and knowledge and have clearly defined goals.

This support from the industry is important both for you as a student and to the future development and relevance of the MA. We will continue to foster and maintain these important links with the fashion industry, and ensure that our Fashion Business Management MA stays at the forefront of education for the future leaders in the fashion industry. We will also continue to invite many prestigious and eminent guest speakers from the industry to participate on all the modules, ensuring that the course remains relevant, informed and up-to-date with current industry practice.

ASSOCIATED CAREERS

The course is designed to attract applicants with a recognised design, retail management or distribution/manufacturing background. With guidance from the academics and professionals in this field it is anticipated that you will go on to enter senior management positions and move up the career ladder.

Our alumni can be found working in senior positions all over the world in many fashion roles and include such well-known brands such as Aldo, Dior, Dunhill, Harrods, Hermes, Louis Vuitton, Marks and Spencer, Nordstrom, Prada Hong Kong and many more.

Several of our alumni, have also gone on to study at PhD level and to further academic research. Others have set up their own business or successfully taken over a family run business.

ENTRY REQUIREMENTS

Entry to the course is based on a combination of formal qualifications and significant industry experience. You should have a First or Upper Second Class Honours in your first degree in any subject, as well as a minimum of two years' working experience in the fashion industry after graduation, although three years' experience is preferred.

KEY STAFF



Virginia Grose
Course leader

Originally trained as a fashion designer, Virginia has worked in the fashion industry for over 25 years. Most of her experience is in the supply chain and product development sectors.

During her career, she has worked closely with clothing, yarn and textile manufacturers all over the world including China, Sri Lanka, North Africa, Italy, the Philippines as well as in the UK. Virginia gained much of her professional experience with Courtaulds Textiles PLC, who supplied several major UK and international retailers, and has worked with a wide range of international clients such as Marks & Spencer and Wal-Mart. Virginia managed many design teams in a variety of product areas and was part of the senior management team at Courtaulds. She has also provided consultancy services to several luxury international cashmere knitwear brands. Virginia has been a visiting lecturer at the American Intercontinental University, London College of Fashion and at Southampton University. She has also been an external adviser to the University of Liverpool and 'Domus' University, Milan on the collaborative Fashion Management Programme MA.

In addition to her role as Course Leader at the University of Westminster, Virginia continues her consultancy work with several premium knitwear brands, and remains a non-executive director for a Chinese knitwear manufacturer. Virginia gained her BA (Honours) degree in Fashion and Textiles from Manchester Metropolitan University. She studied for her MBA at Stirling University, Scotland, by distance learning, specialising in international retailing and marketing for major fashion retailers. Virginia is currently working on her MA in Higher Education and towards her PhD topic proposal, which has the working title - *Made in the UK*, this is via her research interests within the industry. Her first book, *The Basics of Fashion Business Volume One – Concept to Customer* (2011), is published by AVA Publishing. She is a member of the UKFT Rise committee which focuses on industry networking and entrepreneurialism for start up fashion businesses.



FILM AND TELEVISION

The Department of Photography and Film at Westminster is a vibrant meeting place for students, industry professionals and film theorists. It provides world-class courses in film and television production and film theory at undergraduate and postgraduate level, as well as the opportunity to undertake Doctoral and Post-Doctoral research in theoretical and practical disciplines.

With purpose built studios, a set construction workshop and professional film, video and sound facilities, we offer an ideal environment to prepare for professional life.



Andy Golding
Head of Film

FILM AND TELEVISION: THEORY, CULTURE AND INDUSTRY MA

Length of course

One year full-time

Location

Harrow and central London (Regent)

Course fees

See westminster.ac.uk/fees

This is the longest-running postgraduate course in the country in the study of film and television, and it retains its strong reputation within the film sector. In addition to theoretical, cultural and critical dimensions, you will gain an overview of the international film industry – both historic and contemporary. You will also investigate production, distribution, exhibition and marketing, from mainstream commercial productions to alternative, experimental and independent film, video and digital work.

Past and present students from all over the world are employed in the film and television sectors, as small-scale producers and film and video makers, or working for larger organisations and TV companies as script consultants, programmers, executives and film educators. Students have also taken the course to develop and expand their teaching careers and several have progressed to doctoral studies in the UK and abroad.



COURSE CONTENT

The course is built on a series of taught modules, each requiring written research essays or projects for assessment. You will also embark upon a 10,000 word research thesis, in an area of your specialist interest, to complete your studies.

This is an option-based course, and you can choose from the range of modules on offer from three pathways – theory, culture and industry – although you do not need to follow any particular pathway in your choice of modules. Some modules are biased more towards contemporary issues such as distribution, exhibition, festivals and the global film industry, while others are biased towards cultural context and historical background. Others pursue more specific concerns of film and television theory, criticism, analysis and film history.

CORE MODULES

All full-time students take six taught modules, three in Semester One and three in Semester Two. You will have a free choice from among the modules on offer in each semester. You will also take the Research Thesis Module (10-12,000 words), which consists of some preparatory sessions in Semesters One and Two, and which you will complete during the summer period. You will be able to choose from some of the following modules:

Culture Strand

- European Cinema since 1945
- Television Comedy
- Television Drama

Industry Strand

- Cinema: Distribution and Exhibition
- Experimental Film
- The World Film Business

Theory Strand

- Authorship, Genre and Realism
- Experimental Film Theory and Practice
- Structuralism and Psychoanalysis

If you are a part-time student, you have between two and five years to complete the degree. You must complete six taught modules and you can take one module at a time from those on offer or 'double up' and complete your studies more rapidly.

The only core (compulsory) module you will need to take is the final Research Thesis module, which you research, write and complete after you have completed the taught modules and which you have two semesters to complete.

A few modules will be on offer in the evenings at Regent Campus, for greater convenience to part-time students, while other modules will be available during the day at the Harrow Campus.



ASSOCIATED CAREERS

Graduates have found employment in small and large-scale film and television companies, as producers, researchers, distributors, exhibitors and in organising film festivals, on film-related magazines and journals, in all levels of film and TV education, and as academic researchers and doctoral students.

ENTRY REQUIREMENTS

You should possess, or be expecting, a good undergraduate degree or, exceptionally, previous relevant experience. Your previous undergraduate degree does not need to be in film or media. You will need fluent written and spoken English to study at postgraduate level. If your first language is not English, you will need an IELTS score of 6.5 or equivalent.

KEY STAFF



Ian Green **Course Leader**

Educated at the London School of Economics, the Polytechnic of Central London/University of Westminster and the Royal College of Art, Ian has taught part and full-time at the University since 1978, both on the Film and Television Production BA and the earlier MA in Film and Television Studies. He has also taught on the London University Extra Mural Certificate in Film Studies and at Central Saint Martins School of Art and Design, the London College of Printing and the Royal College of Art. His research interests have included narrative and structuralist theory and masculinity in the cinema, and popular forms of television.



JOURNALISM AND MASS COMMUNICATION

London is the media capital of Europe and probably the world. So, where better to study media.

Whether you want to take practice or theory courses, the University of Westminster, with our contacts and connections, can bring you closer to the heartbeat of the media city.

The Department of Journalism and Mass Communication, a world leader in media research, offers top rated courses in our field. All our tutors in journalism, PR and media management are themselves practitioners bringing experience to their teaching. With our excellent facilities for radio and television, as well as industry standard software for print and web design, we can give you an unbeatable learning experience.

Our theory courses are taught by internationally known authors, all of whom are continuing their research as part of our Communication and Media Research Institute.

Whatever course you choose to study, you will take with you an experience that will last a lifetime. We look forward to welcoming you.



Geoffrey Davies

Geoffrey Davies
Head of Journalism and
Mass Communication

COMMUNICATION MA

Length of course

One year full-time

Location

Harrow and central London

Course fees

See westminster.ac.uk/fees

This highly regarded course offers a rigorous analysis of the political, economic, cultural and sociological factors which shape the practices and outcomes of mass media. It will give you the opportunity to study and research the main ways in which social scientists have analysed the role of the mass media and communication, and how to develop, evaluate and apply research to evaluate those theories.

The MA ensures that you will receive a relevant, well-grounded, high-quality education and skill base, as well as a clear and comprehensive understanding of communication and the mass media. It is designed both for those who already work in, or want to work in, the media, and for those who want to go on to pursue further academic research in media and communication.

Based on continuous assessment, the course is taught in lectures and seminars by the team from Westminster's top-rated Communication and Media Research Institute (CAMRI). You will be part of a bustling, multicultural academic department which boasts a strong research culture.

You will be able to attend the regular talks by outside speakers (academics and practitioners) on a variety of communication and mass media issues.



SEMESTER ONE CORE MODULES

Dissertation Module

A taught module and group workshops in the first semester will guide you in conducting a major piece of independent research. This module will be supplemented by individual supervisions beginning from the second semester. The aim is to give you a guided framework within which you can demonstrate your ability to carry out advanced independent study and write it up in the form of a dissertation. The dissertation is a 15,000-word piece of original research on a topic agreed with your supervisor and related to the political, economic, cultural and/or sociological factors which shape the practices and outcomes of mass media, including media texts and the audience reception of them.

Theories of Communication

The module is intentionally eclectic. You will cover (in a loosely historical way) the arguments, advantages and problems of the main sociological, cultural and psychological theories about the media, from classical modernisation concepts to contemporary concerns with network society. It aims to provide a comprehensive introduction to the most important ways of approaching the fundamental issues posed by the relationships between the media of communication and social and economic life. It will also enable you to understand the problems posed by different intellectual traditions, and to place those theories in their proper contexts.

OPTION MODULES

Global Media

This module provides an overview of contemporary developments in global media and communication industries and their impact on cultures worldwide. It focuses on transformations in existing media, with a particular emphasis on broadcasting and the audio visual media and looks at innovations of new information and communications technologies, especially the internet.

Political Analysis of Communications Policy

As international regimes and national regulation become increasingly important in the creation and delivery of communications, it becomes necessary to understand how the two levels interact. This module will introduce you to those theories of policy making and international relations which provide tools for the analysis of communications policies, and their dynamic interaction at the national and international level.

Political Economy of Communication

This module will introduce you to the political economy approach to analysing the production, distribution and consumption of media content in text and audiovisual form, whether online or offline, as well as the workings of telecoms networks behind online media. It identifies distinctive economic features of media and relates these to trends in the organisation of specific media industries, taking account of ways in which the economics of media have been affected by the spread of digital technologies.

Study Skills (no credits)

If your first language is not English, or you have no experience of the UK education system, you will benefit from this module. You will be taken through the process of producing a piece of written work, from note taking to editing, so as to enable you to produce written work in accordance with current UK academic standards and practices.

Technology and Communications Policy

This module will offer a comprehensive introduction to a range of broadcasting and telecommunications technologies and the internet, enabling you to assess the economic and political issues surrounding each technology. Topics covered include capital investment in networks, how and why technologies change, strategic interests and communications, and substitutable technologies and the creation of markets.

SEMESTER TWO CORE MODULE

Approaches to Media and Communication Research

This module will introduce you to the main methods of communication research. We shall look at how to undertake selective quantitative and qualitative methods, understanding and exploring the different stages of the social science research process, from a definition of a research hypothesis, to data collection and analysis. We shall also look at the theoretical reasoning behind different methodological approaches to media and society, in particular the politics of social research.

OPTION MODULES

Chinese Media

This module is for you if you have little or no knowledge of the Chinese media, but nevertheless realise that for anyone interested in the media in the world today, some understanding of the biggest national media system is a necessity. The objective is to introduce participants to the Chinese media in the context of a world order changing on account of the growth in wealth and power of several countries, in particular China. The Chinese media are seen as a factor in this, and also as an example of a media system distinct from the Anglo-American, which has often been touted as a model of universal applicability.

Development and Communications Policy

The aims of this module are to provide you with a theoretical overview of the concept of 'development', and the opportunity to consider how it relates to empirical experience in communications in small and developing countries. You will be able to compare the experiences of a range of countries in attempting to retain cultural autonomy, in developing their own communications technologies and policies, in democratisation, and in exporting mass media content.

Media, Activism and Censorship

This module offers a critical assessment of the role of media in political mobilisation, social movements, dissent, wars, conflicts, elections, and political and social crises. The module considers the impact of different forms of censorship and regulation on social, political and cultural expression in the media. It also looks at the impact of the internet and new means of transparency and communications on journalism and activism in a range of circumstances from secure democracies through different kinds of political systems.

Media Audiences

This module begins with an overview of media audiences, and goes on to analyse audiences and media institutions, passive/active audiences, media influence and effects, and ethnography and media audiences. The second part of the module is devoted to discussions of media and identity, fans, diasporas and new media audiences.

Media Business Strategy

This module explores the challenges facing media organisations in the fields of strategy and innovation. It addresses the contextual nature of strategy formation, identifies and analyses key drivers of change within media industries, and examines the application of structured methods of planning in media product and service development. The module applies management concepts and tools to business and strategic challenges confronting public and private media enterprises across the globe.

Policies for Digital Convergence

The module studies digital convergence and the role of policy and regulation in facilitating and controlling that process. The focus is on internet-related policy debates and concepts drawing mostly on developments in the USA, the European Union and UK, but with a critical awareness of the issues facing developing, transitional and small countries. It critically assesses competing arguments concerning the interplay between policy and technology and implications for market structures and business models, as appropriate.



Sociology of News

You will examine, both theoretically and empirically, different aspects of the news creation, dissemination and reception processes. The module will look at the relevance of different traditions in mass media research to the study of news and will be based on a number of case studies. The module will focus mainly on contemporary practices, in both print and electronic media, but attention to historical and conceptual perspectives will also be given.

ASSOCIATED CAREERS

Graduates have found jobs in middle and upper management in the media industries, as well as in the broader private sector (eg. consulting and advertising firms), the public sector (eg. government ministries, regulatory authorities), international organisations and NGOs.

ENTRY REQUIREMENTS

You should possess, or be expecting, a good first degree (equivalent to at least an Upper Second Class Honours or a minimum Grade Point Average (GPA) of 3.00) from a recognised university in a humanities or social sciences discipline and/or have relevant professional experience. Particular consideration will be given to mature applicants. The testing nature of the degree means that you must be able to write and speak fluent English. If English is your second language you should have an IELTS score of at least 6.5 in listening to, speaking, reading and writing English or 250/600 TOE FL or equivalent (including 4.5 TWE). You may additionally be asked to write 500 words on a topic assigned by the University. As far as possible, telephone interviews are conducted before offers of admission are made. In these, the interviewer looks for evidence of interest in, and commitment to, the study of communication, as well as analytical skills.

RELATED COURSES

- Communications Policy MA
- Global Media MA
- Diversity and the Media MA
- International Media Business MA
- Media and Development MA
- Media Management MA
- Multimedia Journalism - Broadcast, or Print and Online MA/Postgraduate Diploma
- Public Relations MA
- Social Media MA

COMMUNICATIONS POLICY MA

Length of course

One-year full-time or two to five-years, part-time day

Location

Harrow

Course fees

See westminster.ac.uk/fees

This course is designed to give you a critical analysis of issues of policy and regulation in the media, information and/or telecommunications/internet sectors. This may include links between policy and policy-making affecting media industries and telecommunications/internet and political, economic or social developments affecting markets, companies, technologies, institutions or international relations. The course encourages diversity and is designed to have international appeal. It ensures that you receive a relevant, well-grounded, high-quality education and skill base, enabling you to have a wide, clear and comprehensive understanding of communications policies.

Based on continuous assessment, the course is taught in lectures and seminars by the team from Westminster's top-rated Communication and Media Research Institute (CAMRI). You will be part of a bustling, multicultural academic department which boasts a strong research culture. You will be able to attend the regular talks by outside speakers (academics and practitioners) on a variety of communication and mass media issues.



SEMESTER ONE CORE MODULES

Dissertation Module

A taught module and group workshops in the first semester will guide you in conducting a major piece of independent research. This module will be supplemented by individual supervisions beginning from the second semester. The aim is to give you a guided framework within which you can demonstrate your ability to carry out advanced independent study and write it up in the form of a dissertation. The dissertation is a 15,000-word piece of original research on a topic agreed with your supervisor and related to issues of policy and regulation in the media, information and/or telecommunications/internet sectors. This may include links between policy and policy-making affecting media industries and telecommunications/internet and political, economic or social developments affecting markets, companies, technologies, institutions or international relations.

Political Analysis of Communications Policy

As international regimes and national regulation become increasingly important in the creation and delivery of communications, it becomes necessary to understand how the two levels interact. This module will introduce you to those theories of policy making and international relations which provide tools for the analysis of communications policies, and their dynamic interaction at the national and international level.

OPTION MODULES

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This module provides an overview of contemporary developments in global media and communication industries and their impact on cultures worldwide. It focuses on transformations in existing media, with a particular emphasis on broadcasting and the audio visual media and looks at innovations of new information and communications technologies, especially the internet.

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Study Skills (no credits)

If your first language is not English, or you have no experience of the UK education system, you will benefit from this module. You will be taken through the process of producing a piece of written work, from note taking to editing, so as to enable you to produce written work in accordance with current UK academic standards and practices.

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The module is intentionally eclectic. You will cover (in a loosely historical way) the arguments, advantages and problems of the main sociological, cultural and psychological theories about the media, from classical modernisation concepts to contemporary concerns with network society. It aims to provide a comprehensive introduction to the most important ways of approaching the fundamental issues posed by the relationships between the media of communication and social and economic life. It will also enable you to understand the problems posed by different intellectual traditions, and to place those theories in their proper contexts.

SEMESTER TWO CORE MODULE

Approaches to Media and Communication Research

This module will introduce you to the main methods of communication research. We shall look at how to undertake selective quantitative and qualitative methods, understanding and exploring the different stages of the social science research process, from a definition of a research hypothesis, to data collection and analysis. We shall also look at the theoretical reasoning behind different methodological approaches to media and society, in particular the politics of social research.

OPTION MODULES

Chinese Media

This module is for you if you have little or no knowledge of the Chinese media, but nevertheless realise that for anyone interested in the media in the world today, some understanding of the biggest national media system is a necessity. The object is to introduce participants to the Chinese media in the context of a world order changing on account of the growth in wealth and power of several countries, in particular China. The Chinese media are seen as a factor in this, and also as an example of a media system distinct from the Anglo-American, which has often been touted as a model of universal applicability.

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This module offers a critical assessment of the role of media in political mobilisation, social movements, dissent, wars, conflicts, elections, and political and social crises. The module considers the impact of different forms of censorship and regulation on social, political and cultural expression in the media. It also looks at the impact of the internet and new means of transparency and communications on journalism and activism in a range of circumstances from secure democracies through different kinds of political systems.

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Policies for Digital Convergence

The module studies digital convergence and the role of policy and regulation in facilitating and controlling that process. The focus is on internet-related policy debates and concepts drawing mostly on developments in the USA, the European Union and the UK but with a critical awareness of the issues facing developing, transitional and small countries. It critically assesses competing arguments concerning the interplay between policy and technology and implications for market structures and business models, as appropriate.

Sociology of News

You will examine both theoretically and empirically different aspects of the news creation, dissemination and reception processes. The module will look at the relevance of different traditions in mass media research to the study of news and will be based on a number of case studies. The module will focus mainly on contemporary practices, in both print and electronic media, but attention to historical and conceptual perspectives will also be given.

ASSOCIATED CAREERS

Graduates have found jobs in middle and upper management in media industries, as well as the broader private sector (eg. consulting and advertising firms) and public sectors (eg. government ministries, regulatory authorities), international organisations and non-governmental organisations.

ENTRY REQUIREMENTS

You should possess, or be expecting, a good first degree (equivalent to at least an Upper Second Class Honours or a minimum Grade Point Average (GPA) of 3.00) from a recognised university in a humanities or social sciences discipline and/or have relevant professional experience. Particular consideration will be given to mature applicants. The testing nature of the degree means that you must be able to write and speak fluent English. If English is your second language you should have an IELTS score of at least 6.5 in listening to, speaking, reading and writing English or 250/600 TOEFL or equivalent (including 4.5 TWE). You may additionally be asked to write 500 words on a topic assigned by the University. As far as possible, telephone interviews are also conducted before offers of admission are made. In these, the interviewer looks for evidence of interest in, and commitment to, the study of communications policy, as well as analytical skills.

RELATED COURSES

- Communication MA
- Diversity and the Media MA
- Global Media MA
- International Media Business MA
- Media and Development MA
- Media Management MA
- Multimedia Journalism – Broadcast, or Print and Online MA/Postgraduate Diploma
- Public Relations MA
- Social Media MA

DIVERSITY AND THE MEDIA MA

Length of course

One-year full-time

Location

Harrow

Course fees

See westminster.ac.uk/fees

This highly innovative new course (developed in collaboration with the Media Diversity Institute) will give you the opportunity to study and research the main ways in which social scientists analyse the role of the mass media in the social construction, representation and understanding of difference and social diversity. You will also gain a critical understanding of the social and media structures and journalistic practices that impact upon these processes.

The course combines a portfolio of theory modules designed to develop your knowledge and critical understanding of the processes of managing and making sense of cultural diversity, key issues in intercultural communication and of various aspects of the sociology of news with a number of practice-oriented modules intended to give you first-hand experience in the practice of inclusive journalism.

Drawing upon this unique combination of rigorous theoretical engagement and specialist practical training, this course is designed to: equip you with a comprehensive conceptual/theoretical grounding and the practical skills to engage in responsible media coverage of diversity; practice culturally informed and inclusive journalism; develop a career (whether practical, strategic, or research-based) involving understanding and responding to the challenges of social diversity.



COURSE CONTENT

In addition to your programme of studies, we work hard to ensure that as a Diversity and the Media MA student, you are offered opportunities to gain valuable experience with media and NGOs whose work is relevant to your programme of studies and enhances your employability after graduation. We have established partnerships with the Media Diversity Institute, TAG International Development and *The Prisma/The Multicultural Newspaper* which offer paid or unpaid internships that give you the opportunity to work in the UK or overseas or to contribute to the production of media content. In the past our students have also gained experience by participating in the Pearson Diversity Summer Internship Programme and other similar schemes. We place particular importance to such opportunities as these help you to build upon your academic and practical work and further develop the skills that will enable you to embark on your chosen career.

You can choose one of two routes for the award: the Dissertation Route or a Practice Route culminating in a final project.

Dissertation

A major 15,000-word piece of independent original research on a topic agreed with your supervisor and related to the political, economic, cultural and/or sociological factors which shape the practices and outcomes of mass media, including media texts and the audience reception of them.

Final Project

An independent in-depth practical project, which involves researching, compiling and presenting your own TV or radio documentary, website or print journalism work, together with a self-reflective, critical analysis (7,000 words) that will demonstrate the skills and techniques gained during the course. Please note that all the information contained herein is subject to approval.

SEMESTER ONE CORE MODULE

Approaches to Social and Cultural Diversity

This module examines the various theoretical attempts to make sense and deal intellectually with social and cultural diversity, from assimilationism to liberal universalism, integration theories, liberal multiculturalism and the various strands of multiculturalism. It examines the concepts of pluralism, universalism, cosmopolitanism, tolerance and respect as they have developed in various theoretical contexts and assesses their implications in contemporary politics and culture.

OPTION MODULES

Introduction to Inclusive Journalism

This module examines the practice of contemporary journalism and its role in shaping a democratic and inclusive society. The module introduces journalistic techniques of information gathering and analysis, journalistic norms and values and basic principles of inclusive media formats. It employs practical journalistic exercises, personal examination, critical media analysis, and scholarly study to increase awareness and critical engagement with the issues surrounding reporting of diversity in society.

Issues in Journalism: Freedom of Speech, Ethics and Democracy

This module provides a critical examination and discussion of the impact of ethical, human rights and other issues that confront journalists around the world, in a variety of social, political and economic contexts.

Media Production Skills

The module will give you a basic understanding of the structures and practical abilities needed in news journalism. You will develop individual skills in study, research and writing as well as team skills in designing and writing for the web. The module aims to enable you to: develop a critical understanding of how print, radio and TV operate; develop news-writing techniques for different media platforms; learn individual and team skills across different media platforms; acquire knowledge of ethical considerations faced by journalists; and to design and develop a website in teams.



Reporting Diversity: Migration, Race, Ethnicity

This module introduces the students to key theoretical perspectives on the cultural production and representation of race, ethnicity and migrancy and discusses the role of the media and journalistic practice in such processes. It provides a context for critical thinking and discussion about multi-racial, multi-ethnic and multi-cultural issues associated with contemporary news media. You will study and research the stereotypes of people of colour, various ethnic groups, refugees and immigrant communities in the mainstream news media. The module will look at the influence, responsibility, and power of journalism in reporting diversity issues. The purpose of this module is to encourage student journalists to see, look at, report and reflect on the society they live in.

SEMESTER TWO CORE MODULES

Approaches to Media and Communication Research

This module will introduce you to the main methods of communication research. You shall learn how to undertake selective quantitative and qualitative methods, understanding and exploring the different stages of the social science research process; from a definition of a research hypothesis, to data collection and analysis. You will also look at the theoretical reasoning behind different methodological approaches to media and society, in particular the politics of social research.

Understanding and Managing Diversity in the Media

The core module for the practice route of the course looks at the various ways in which our understanding of diversity and difference has impacted on the way in which media models, institutions and professionals engage with social and cultural diversity. It focuses on different national media policy frameworks and media cultures, it examines the meaning of the melting pot, cultural mosaic and salad bowl metaphors and their operationalisation by the media, and looks at various media institutions and their responses to social diversity. This module is offered as an option in the dissertation route.

OPTION MODULES

Faith/Religious Diversity in the media

This module presents and critically evaluates debates around social and faith/religious diversity, awareness of the issues surrounding the reporting of faith and faith communities in their societies. Through a series of lectures and workshops/seminars, it will encourage you to reflect on the various aspects of media and journalism practice in relation to religion and faith.

Media Audiences

This module begins with an overview of media audiences, and goes on to analyse audiences and media institutions, passive/active audiences, media influence and effects, and ethnography and media audiences. The second part of the module is devoted to discussions of media and identity, fans, diasporas and new media audiences.

Reporting Diversity: Sexuality, Age, Disability

This module will present information for critical thinking and discussion about media representation of age, gender, sexual orientation and disability. The module will discuss ways of improving journalism practice in order to bridge social and cultural divisions. You will study and research the stereotypes of youth and the elderly, men and women, gay and lesbian communities and people with disabilities. The course will look at the influence, responsibility, and power of journalism in reporting these diversity issues.

Sex, Violence and Politics

You will analyse the impact of different forms of censorship and regulation on changing patterns of social, political and cultural expression in the media. You will gain an understanding of regulation and censorship in a variety of different political and cultural circumstances, and of the social forces which shape regulation for politics, taste and decency. You will also consider the effects these have on media audiences, and assess how ideas about the nature of audiences and public opinion change and are used politically.

Sociology of News

A critical study of the news media in the context of current society; this module examines different aspects of how news is created, disseminated and consumed. Followed by a dissertation (Dissertation route) or a final project (Practice route).

ASSOCIATED CAREERS

This course is designed to attract a mix of new graduates, often with a media-related degree or work experience, and people who have already worked in journalism, but want to enhance their understanding of social diversity and their skills in the area of inclusive journalism. It is suitable for existing media practitioners, as well as students who want to pursue a career in the media, national and local government, IGOs and NGOs or who intend to embark on a relevant research/academic career. It will be a valuable asset for civil servants and local authority staff, NGO workers working on immigration, equality, social inclusion and cohesion and community regeneration whose duties involve communication and media work.

RELATED COURSES

- Communications Policy MA
- Global Media MA
- International Media Business MA
- Journalism MA
- Journalism International MA
- Media and Development MA
- Media Management MA
- Multimedia Journalism – Broadcast, or Print and Online MA/PG Diploma
- Public Relations MA
- Social Media MA

GLOBAL MEDIA MA

Length of course

One-year full-time or two to five-years part-time day

Location

Harrow

Course fees

See westminster.ac.uk/fees

From Al Jazeera to Hollywood, News Corporation to China Central TV, the media increasingly operate in a global context. This course offers a comprehensive interdisciplinary approach to global media, and is designed for those who work in, or want to work in, the media industries.

You will examine key developments in the media and communications industries associated with the logic of globalisation, and explore the complex nature of the globalisation process in the media. You will gain a relevant, well-grounded, high-quality education and skill base, enabling you to develop a clear and comprehensive understanding of communication and the mass media.

Based on continuous assessment, the course is taught in lectures and seminars by the team from Westminster's top-rated Communication and Media Research Institute (CAMRI). You will be part of a bustling multicultural academic department which boasts a strong research culture, and you will be able to attend the regular talks by outside speakers (academics and practitioners) on a variety of communication and mass media issues.



SEMESTER ONE CORE MODULES

Dissertation

A taught module and group workshops in the first semester will guide you in conducting a major piece of independent research. This module will be supplemented by individual supervisions beginning from the second semester. The aim is to give you a guided framework within which you can demonstrate your ability to carry out advanced independent study and write it up in the form of a dissertation. The dissertation is a 15,000-word piece of original research on a topic agreed with your supervisor and related to developments, processes and outcomes in transnational media and communications, ranging from the sub-national to the supra-national, and/or their impact on cultures worldwide.

Global Media

This module provides an overview of contemporary developments in global media and communication industries and their impact on cultures worldwide. It focuses on transformations in existing media, with a particular emphasis on broadcasting and the audio visual media and looks at innovations of new information and communications technologies, especially the internet.

OPTION MODULES

Political Analysis of Communications Policy

As international regimes and national regulation become increasingly important in the creation and delivery of communications, it becomes necessary to understand how the two levels interact. This module will introduce you to those theories of policy making and international relations which provide tools for the analysis of communications policies, and their dynamic interaction at the national and international level.

Political Economy of Communication

This module will introduce you to the political economy approach to analysing the production, distribution and consumption of media content in text and audiovisual form, whether online or offline, as well as the workings of telecoms networks behind online media. It identifies distinctive economic features of media and relates these to trends in the organisation of specific media industries, taking account of ways in which the economics of media have been affected by the spread of digital technologies.

Study Skills (no credits)

If your first language is not English, or you have no experience of the UK education system, you will benefit from this module. You will be taken through the process of producing a piece of written work, from note taking to editing, so as to enable you to produce written work in accordance with current UK academic standards and practices.

Technology and Communications Policy

This module will offer a comprehensive introduction to a range of broadcasting and telecommunications technologies and the internet, enabling you to assess the economic and political issues surrounding each technology. Topics covered include capital investment in networks, how and why technologies change, strategic interests and communications, substitutable technologies and the creation of markets.

Theories of Communication

The module is intentionally eclectic. You will cover (in a loosely historical way) the arguments, advantages and problems of the main sociological, cultural and psychological theories about the media, from classical modernisation concepts to contemporary concerns with network society. It aims to provide a comprehensive introduction to the most important ways of approaching the fundamental issues posed by the relationships between the media of communication and social and economic life. It will also enable you to understand the problems posed by different intellectual traditions and to place those theories in their proper contexts.

SEMESTER TWO CORE MODULE

Approaches To Media and Communication Research

This module will introduce you to the main methods of communication research. You will learn how to undertake selective quantitative and qualitative methods, understanding and exploring the different stages of the social science research process; from a definition of a research hypothesis, to data collection and analysis. You will also look at the theoretical reasoning behind different methodological approaches to media and society, in particular the politics of social research.

OPTION MODULES

Chinese Media

This module is for you if you have little or no knowledge of the Chinese media, but nevertheless realise that for anyone interested in the media in the world today, some understanding of the biggest national media system is a necessity. The objective is to introduce participants to the Chinese media in the context of a world order changing on account of the growth in wealth and power of several countries, in particular China. The Chinese media are seen as a factor in this, and also as an example of a media system distinct from the Anglo-American, which has often been touted as a model of universal applicability.

Development and Communications Policy

The aims of this module are to provide you with a theoretical overview of the concept of 'development', and the opportunity to consider how it relates to empirical experience in communications in small and developing countries. You will be able to compare the experiences of a range of countries in attempting to retain cultural autonomy, in developing their own communications technologies and policies, in democratisation, and in exporting mass media content.



Media, Activism and Censorship

This module offers a critical assessment of the role of media in political mobilisation, social movements, dissent, wars, conflicts, elections, and political and social crises. The module considers the impact of different forms of censorship and regulation on social, political and cultural expression in the media. It also looks at the impact of the internet and new means of transparency and communications on journalism and activism in a range of circumstances from secure democracies through different kinds of political systems.

Media Audiences

This module begins with an overview of media audiences, and goes on to analyse audiences and media institutions, passive/active audiences, media influence and effects, and ethnography and media audiences. The second part of the module is devoted to discussions about media and identity, fans, diasporas and new media audiences.

Media Business Strategy

This module explores the challenges facing media organisations in the fields of strategy and innovation. It addresses the contextual nature of strategy formation, identifies and analyses key drivers of change within media industries, and examines the application of structured methods of planning in media product and service development. The module applies management concepts and tools to business and strategic challenges confronting public and private media enterprises across the globe.

Policies for Digital Convergence

The module studies digital convergence and the role of policy and regulation in facilitating and controlling that process. The focus is on internet-related policy debates and concepts drawing mostly on developments in the USA, the European Union and Britain, but with a critical awareness of the issues facing developing, transitional and small countries. It critically assesses competing arguments concerning the interplay between policy and technology and implications for market structures and business models, as appropriate.

Sociology of News

You will examine both theoretically and empirically aspects of the news creation, dissemination and reception processes. The module will look at the relevance of different traditions in mass media research to the study of news and will be based on a number of case studies. The module will focus mainly on contemporary practices, in both print and electronic media, but attention to historical and conceptual perspectives will also be given.

ASSOCIATED CAREERS

Graduates have found jobs in middle and upper management in media industries, as well as the broader private sector (eg. consulting and advertising firms) and public sectors (eg. government ministries, regulatory authorities), international organisations and non-governmental organisations.

ENTRY REQUIREMENTS

You should possess, or be expecting, a good first degree (equivalent to at least an Upper Second Class Honours or a minimum Grade Point Average (GPA) of 3.00) from a recognised university in a humanities or social sciences discipline and/or have relevant professional experience. Particular consideration will be given to mature applicants. The testing nature of the degree means that you must be able to write and speak fluent English. If English is your second language you should have an IELTS score of at least 6.5 in listening to, speaking, reading and writing English or 250/600 TOEFL or equivalent (including 4.5 TWE). You may additionally be asked to write 500 words on a topic assigned by the University. As far as possible, telephone interviews are conducted before offers of admission are made. In these, the interviewer looks for evidence of interest in and commitment to the study of global and transnational media and communication, as well as analytical skills.

RELATED COURSES

- Communication MA
- Communications Policy MA
- Diversity and the Media MA
- International Media Business MA
- Media and Development MA
- Media Management MA
- Multimedia Journalism – Broadcast, or Print and Online MA/Postgraduate Diploma
- Public Relations MA
- Social Media MA

INTERNATIONAL MEDIA BUSINESS MA

Length of course

One-year full-time

Location

Harrow

Course fees

See westminster.ac.uk/fees

The course is designed for recent graduates seeking a career in traditional and new media organisations. It provides a combination of business and media skills designed to equip students to take up entry-level positions in today's media organisations.

You will learn how media organisations are engaging with the challenges resulting from the emergence of digital media technologies and platforms. The course introduces you to the processes by which media organisations develop their corporate strategies, business plans, marketing and production operations as they respond to radical change in the commercial environment.

The course is designed to enable you to find and take up work placements and internships at media organisations in London during the course of your studies. Our graduates have successfully completed internships at TV Production, Web, Multimedia, Advertising and News organisations in London.

Whether you are planning a career in a large media organisation or seeking to create your own initiatives and businesses, the International Media Business MA aims to provide the analytical insight, operational knowledge and planning skills you will need to prosper. The course is taught jointly Westminster's highly successful Media Management MA.



CORE MODULES

Media Business Dissertation

A taught module and group workshops in the first semester guides you in conducting a major piece of independent research which could be either practical or academic in focus. In the second semester you will receive individual tuition in how to develop your research questions, collect and analyse data. The dissertation is a 15,000-word piece of original research on a topic agreed with your supervisor and related to the business, economic, political or cultural factors shaping the performance and practices of media businesses.

Media Business Strategy

This module integrates Business Strategy and Planning. You will conduct case study analysis of a media company facing major environmental changes, you will learn how to produce a competitive analysis of a media organisation and present strategy recommendations to faculty. In teams, you will learn how to develop a new media business idea, write a business and financial plan and present this to a panel of industry experts and media investors.

Media Markets

This module introduces the economics of the media and content industries, including broadcasting, print, film, recorded music and interactive media. You will learn how to research and produce a market report examining the revenue and cost structures of these industries, and the economics of key processes of production, distribution and consumption. You will also learn to use tools enabling decision-making based on quantitative market data.

Media Production Skills

This module enables you to develop your practical and critical understanding of how media content is created and distributed. You will develop and improve your newswriting techniques for different media platforms; learn how to develop research and write your own professional blog; design a website in teams using individual and team working skills; acquire a knowledge of ethical considerations faced by journalists.

Media Work Experience

As the media capital of Europe, there is a great opportunity for you to take work experience as a part of the course. This could be in long established companies or start-ups. While the course team and work experience unit will advise you on placements it is your responsibility to actively pursue work placement opportunities. Our students have secured work placements at companies including: Angel Media, Inclusive Digital TV, Kameleon Brand Engagement, and Paul Smith Fashion.

OPTION MODULES

You will take one option module in the first and one in the second semester. The recommended option is indicated, but you are free to choose any of the options listed.

SEMESTER ONE OPTION MODULES

Media Operations

(Recommended Option Semester 1)

This module addresses the operational challenges involved in the management of media companies. You will analyse the structures and managerial practices of media organisations and the design and management of digital supply chains. You will develop transferable skills in content development and multiplatform media project planning. Other topics covered include analysing audiences; content creation and creativity; performance management; digital media supply chains; planning digital media workflows.

Study Skills

This module can be taken in addition to the option module. It is designed for students whose first language is not English, or who have no experience of the UK education system. It is intended to help you to produce written work in accordance with current UK academic standards and practices. You will be taken through the process of producing a piece of written work, from note taking to editing and referencing.

Alternative Option Modules Semester 1: Global Media

This module examines key developments in the media and communications industries associated with the logic of globalisation. You will explore the complex nature of the globalisation process, focusing on the emergence of both supra-national and sub-national developments and explore the relationship between new contexts of production and questions of collective culture and identity.

Political Analysis of Communications Policy

As international regimes and national regulation become increasingly important in the creation and delivery of communications, it becomes necessary to understand how the two levels interact. This module will introduce you to those theories of policy making and international relations which provide tools for the analysis of communications policies, and their dynamic interaction at the national and international level.

Technology and Communications Policy

This module will introduce you to a range of broadcasting and telecommunications technologies, enabling you to assess the economic and political issues surrounding each technology. Topics covered include capital investment in networks, how and why technologies change, strategic interests and communications, and substitutable technologies and the creation of markets.

SEMESTER TWO OPTION MODULE

Policies for Digital Convergence

(Recommended Option: Semester 2)

This module focuses on the role of national and international media and communications regulators in facilitating and controlling the global convergence of digital communications. You will learn about the relationship between international and national regulation and special emphasis is given to developments in the USA, European Union and the UK, as well as developing and small countries.



Alternative Option Modules Semester 2: Chinese Media

This module is for you if you have little or no knowledge of the Chinese media, but nevertheless realise that for anyone interested in the media in the world today, some understanding of the biggest national media system is a necessity. The objective is to introduce participants to the Chinese media, in the context of a world order changing on account of the growth in wealth and power of several countries, in particular China. The Chinese media are seen as a factor in this, and also as an example of a media system distinct from the Anglo-American, which has often been touted as a model of universal applicability.

Development and Communications Policy

The aims of this module are to provide you with a theoretical overview of the concept of 'development' and the opportunity to consider how it relates to empirical experience in communications in small and developing countries. You will be able to compare the experiences of a range of countries in attempting to retain cultural autonomy, in developing their own communications technologies and policies, in democratisation, and in exporting mass media content.

Media Audiences

This module begins with an overview of media audiences and goes on to analyse audiences and media institutions, passive/active audiences, media influence and effects, and ethnography and media audiences. The second part of the module is devoted to discussions of media and identity, fans, diasporas and new media audiences.

Sex, Violence and Politics

You will analyse the impact of different forms of censorship and regulation on changing patterns of social, political and cultural expression in the media. You will gain an understanding of regulation and censorship in a variety of different political and cultural circumstances as well as the social forces which shape regulation for politics, taste and decency. You will also consider the effects these have on media audiences, and assess how ideas about the nature of audiences and public opinion change and are used politically.

Sociology of News

A critical study of the news media in the context of current society; it examines different aspects of how news is created, disseminated and consumed.

ASSOCIATED CAREERS

Most graduates of the course find work in the media industries soon after graduation. Some start at an entry level while others have used their knowledge and work experience to rise quickly to a more senior level. A smaller number of graduates have started their own media businesses or worked in non-media businesses.

ENTRY REQUIREMENTS

You should possess, or be expecting, a good first degree (equivalent to at least an Upper Second Class Honours or a minimum Grade Point Average (GPA) of 3.00) from a recognised university and/or have relevant professional experience. Particular consideration will be given to mature applicants.

You must be able to write and speak fluent English. If English is your second language you should have a score of at least IELTS 7.0 overall with a minimum 6.5 in the writing element. sufficient? The TOEFL equivalent is 100 in the TOEFL internet-based test (IBT), including at least 21 in the writing element.

RELATED COURSES

- Communication MA
- Communications Policy MA
- Diversity and the Media MA
- Global Media MA
- Media and Development MA
- Media Management MA
- Multimedia Journalism – Broadcast, or Print and Online MA/Postgraduate Diploma
- Public Relations MA
- Social Media MA

MEDIA AND DEVELOPMENT MA

Length of course

One-year full-time

Location

Harrow

Course fees

See westminster.ac.uk/fees

This interdisciplinary course teaches main theories, concepts, case studies and practical media skills around the theme of media and development and its implications for less developed countries. The course will provide you with a unique blend of theory and practice teaching, aimed at deepening your knowledge of the history of communications within the development process of emerging economies. It will critically evaluate the impact of international and regional institutions from a critical political economic perspective. Teaching by academic staff, guest lecturers and other carefully selected staff from development organisations will provide you with an overview of the policies, actions and impact of state and non-state institutions within the area of communication media and development.

A distinctive feature is its emphasis on the practical role of communication media in development. You will participate in media production workshops and take part in our internship programme, offered in partnership with media and development organisations in London. As part of the work experience module, students participate in an extensive NGOs and media seminar series featuring experts and panel discussions. The work placement programme is in line with the University of Westminster's strategy of nurturing of the critical practitioner.



SEMESTER ONE CORE MODULES

Dissertation

A taught module and group workshops in the first semester will guide you in conducting a major piece of independent research. This module will be supplemented by individual supervisions beginning from the second semester. The aim is to give you a guided framework within which you can demonstrate your ability to carry out advanced independent study and write it up in the form of a dissertation. The dissertation is a 15,000 word piece of original research on a topic agreed with your supervisor and related to the political, economic, cultural and/or sociological factors which shape the practices and outcomes of mass media, including media texts and the audience reception of them.

Theories of Communication

The module is intentionally eclectic. You will cover (in a loosely historical way) the arguments, advantages and problems of the main sociological, cultural and psychological theories about the media. It aims to provide a comprehensive introduction to the most important ways of approaching the fundamental issues posed by the relationships between the media of communication and social and economic life. It will also enable you to understand the problems posed by different intellectual traditions, and to place those theories in their proper contexts.

Theories of Development

This module focuses on different theories and approaches to development. It considers key development theories and approaches such as modernization, dependency and neo-liberalism and will provide you with an opportunity to critically assess their relevance to specific contexts in developing countries.

OPTION MODULES

Analysis of Communications Policy

As international regimes and national regulation become increasingly important in the creation and delivery of communications, it becomes necessary to understand how the two levels interact. This module will introduce you to those theories of policy making and international relations which provide tools for the analysis of communication policies, and their dynamic interaction at the national and international level.

Approaches to Social and Cultural Diversity

The module examines the various theoretical attempts to make sense and deal intellectually with social and cultural diversity, from assimilationism to liberal universalism, integration theories, liberal multiculturalism and the various strands of multiculturalism. It examines the concepts of pluralism, universalism, cosmopolitanism, tolerance and respect as they have developed in various theoretical contexts and assesses their implications in contemporary politics and culture.

Global Media

This module examines key developments in the media and communications industries associated with the logic of globalisation. You will explore the complex nature of the globalisation process, focusing on the emergence of both supra-national and sub-national developments and explore the relationship between new contexts of production and questions of collective culture and identity.

Media Production Skills

The module gives students a basic understanding of the structures and practical abilities needed in news journalism. They will develop individual skills in study, research and writing and team skills in designing and writing for the web. The module aims to enable you to develop a critical understanding of how print, radio and TV operate; develop news-writing techniques for different media platforms; learn individual and team skills across different media platforms; acquire knowledge of ethical considerations faced by journalists; and design and develop a website in teams.

Political Economy of Communication

This module introduces students to the political economy approach to analysing the structure and performance of communication industries in capitalist economies. It identifies distinctive economic features of media and relates these to trends in the organisation of specific media industries, taking account of ways in which the economics of media have been affected by the spread of digital technologies.

Reporting Diversity: Migration, Race, Ethnicity

This module introduces the students to key theoretical perspectives on the cultural production and representation of race, ethnicity and migrancy and discusses the role of the media and journalistic practice in such processes. It provides a context for critical thinking and discussion about multi-racial, multi-ethnic and multi-cultural issues associated with contemporary news media. You will study and research the stereotypes of people of colour, various ethnic groups, refugees and immigrant communities in the mainstream news media. The module will look at the influence, responsibility, and power of journalism in reporting diversity issues. The purpose of this module is to encourage student journalists to see, look at, report and reflect on the society they live in.

Study Skills (no credits)

If your first language is not English, or you have no experience of the UK education system, you will benefit from this module. You will be taken through the process of producing a piece of written work, from note taking to editing, so as to enable you to produce written work in accordance with current UK academic standards and practices.

Technology and Communication Policy

This module will introduce you to a range of broadcasting and telecommunications technologies, enabling you to assess the economic and political issues surrounding each technology. Topics covered include capital investment in networks, how and why technologies change, strategic interests and communications, and substitutable technologies and the creation markets.

SEMESTER TWO CORE MODULES

Development and Communications Policy

The aims of this module are to provide you with a theoretical overview of the concept of 'development', and the opportunity to consider how it relates to empirical experience in communications in small and developing countries. You will be able to analyse the role of multilateral and bilateral agencies, NGOs, public service broadcasting and to compare the experiences of a range of countries in attempting to retain cultural autonomy, in developing their own communications technologies and policies, in democratisation, and in exporting mass media content. This module also critically discusses Chinese intervention in communication and development in Africa.

Media Work Experience

Students will be encouraged to take work experience during the course. With the number of charities and NGOs dealing with development in London, we expect students will get a placement with an organisation and we envisage them working in a communications role. Students on the media and development MA have the option to join the C4D network and each can do a fellowship/internship with the network during the course.

OPTION MODULES

Approaches to Media and Communication Research

This module will introduce you to the main methods of communication research. We shall look at how to undertake selective quantitative and qualitative methods, understanding and exploring the different stages of the social science research process, from a definition of a research hypothesis, to data collection and analysis. We shall also look at the theoretical reasoning behind different methodological approaches to media and society, in particular the politics of social research and diversity issues.

Development Media in Practice

This module explores and critiques past and current practices in development media. It addresses the historical and contextual aspects of development media practices, identifies and analyses key drivers of change within the development media sector, and critically examines the linkages between theory and practice in development media product and service development. The module includes teaching by local and international experts, practitioners and specialists to help critique concepts and build more appropriate tools and skills for development media work.

Media Audiences

This module begins with an overview of media audiences, and goes on to analyse audiences and media institutions, passive/active audiences, media influence and effects, and ethnography and media audiences. The second part of the module is devoted to discussions of media and identity, fans, diasporas and new media audiences.

Media Business Strategy

This module explores the challenges facing media organisations in the fields of strategy and innovation. It addresses the contextual nature of strategy formation, identifies and analyses key drivers of change within media industries, and examines the application of structured methods of planning in media product and service development. The module applies management concepts and tools to business and strategic challenges confronting public and private media enterprises across the globe.



Media, Activism and Censorship

This module offers a critical assessment of the role of media in political mobilisation, social movements, dissent, wars, conflicts, elections, and political and social crises. The module considers the impact of different forms of censorship and regulation on social, political and cultural expression in the media. It also looks at the impact of the internet and new means of transparency and communications on journalism and activism in a range of circumstances from secure democracies through different kinds of political systems.

NGOs and Charity Campaigns

Campaigning in the last century saw the mobilization of large numbers of people to bring about political and social change. The political landscape has changed and the ways to influence it have grown. Major changes in society and technology now enable concerned citizens from around the world to come together online and take action on issues that concern them. Is there still a role for civil society organisations in this new environment or is online activism mapping out a new model for social change? Campaigning non-governmental organisations (NGOs) are, in some areas, the natural voice of dissent, but they too run the risk of being seen as part of the establishment. As trust in institutions declines how can NGOs maintain their influence and change their techniques to deliver successful campaigns? What does the new political and campaigning landscape look like, what are the current techniques and how can you decide which is the best technique to use for your campaign?

Policies for Digital Convergence

The module studies digital convergence and the role of policy and regulation in facilitating and controlling that process. The focus is on internet-related policy debates and concepts drawing mostly on developments in the USA, the European Union and the UK but with a critical awareness of the issues facing developing, transitional and small countries. It critically assesses competing arguments concerning the interplay between policy and technology and implications for market structures and business models, as appropriate.

Reporting Diversity: Sexuality, Age, Disability

This module will present information for critical thinking and discussion about media representation of age, gender, sexual orientation and disability. The module will discuss ways of improving journalism practice in order to bridge social and cultural divisions. You will study and research the stereotypes of youth and the elderly, men and women, gay and lesbian communities and people with disabilities. The course will look at the influence, responsibility, and power of journalism in reporting these.

Reporting Diversity in the Media: Faith and Religion

This module presents and critically evaluates debates around social and faith/religious diversity, awareness of the issues surrounding the reporting of faith and faith communities in their societies. Through a series of lectures and workshops/seminars, it will encourage you to reflect on the various aspects of media and journalism practice in relation to religion and faith.

Sociology of News

You will examine both theoretically and empirically different aspects of the news creation, dissemination and reception processes. The module will look at the relevance of different traditions in mass media research to the study of news and will be based on a number of case studies. The module will focus mainly on contemporary practices, in both print and electronic media, but attention to historical and conceptual perspectives will also be given.

ASSOCIATED CAREERS

The course is suitable for you if you would value an opportunity to be able to reflect critically on the role of media in the process of development and learn practical skills. The course will be of interest to you if you have a background in working for governmental, intergovernmental and nongovernmental organisations, and a range of international business organisations, while at the same time providing appropriate preparation for those seeking employment in such fields or, indeed, wanting to prepare for further studies for higher a higher degree, including a PhD.

While the majority of our graduates will return to more senior posts with improved skills, knowledge and qualifications gained from their year with us, we would expect them to apply for jobs at development organisations such as Internews, BBC Media Action, Oxfam, Save the Children, Red Cross, Actionaid, Panos, DFID, Intermedia, Institute of War and Peace, Christian Aid, WACC, OneWorld and War on Want.

RELATED COURSES

- Communication MA
- Communications Policy MA
- Diversity and the Media MA
- Global Media MA
- International Journalism MA
- International Media Business MA
- Media, Campaigning and Social Change MA
- Media Management MA
- Public Relations MA
- Social Media MA



MEDIA, CAMPAIGNING AND SOCIAL CHANGE MA

Length of course

One-year full-time two years part-time

Location

Harrow and central London

Course fees

See westminster.ac.uk/fees

This new Masters from the world ranking Department of Journalism and Mass Communication aims to equip you with the skills, knowledge and strategic approach to develop and analyse social change campaigns, with a particular focus on the role of communications and the media.

This innovative course builds on our close links with leading campaigners and communicators in London's vibrant social change sector. This will ensure it accurately reflects the skill sets in demand and delivers an exciting learning experience. A limited number of work placements and internships will be available.

The course is aimed at those with some experience or interest in social change, the media, and communications or campaigns within not for profit organisations. The course will help you improve your practical skills, develop a deep understanding of the theories and frameworks that underpin and shape campaign communications, and enjoy the space to reflect critically on current and past practice. It is designed to help you start, or progress, a career in charity, pressure group or public sector campaign communications. It may also be of interest to those working in corporate social responsibility.



The course team has extensive experience both in developing social change campaigns and in academic research into the connections between media and social change. The course is jointly led by Michaela O'Brien and Dr Anastasia Kavada with additional teaching by practitioners and members of CAMRI. The course offers a number of delivery modes to suit the different needs of students and can be taken as either part-time or full-time. You can apply for a Postgraduate Certificate, the longer Postgraduate Diploma, or the full Masters course.

There are three core modules. The first develops practical planning and campaign communications skills; the second considers media and activism theories; and the third combines theory with practice, reflecting on applying concepts like power and ethics within the setting of campaign communications. Each module has assessments – eg. essays, campaign plans, reflective blogs, debates and presentations – rather than exams.

These three core modules make up the Postgraduate Certificate.

You can take another three modules – chosen from a very wide range of options including Practical Media and Content Production Skills; Diversity Issues; Development and Policy; Social Media; Theories of Communication and more – to complete a Postgraduate Diploma.

If you want to take the Masters course you will also complete either a 15,000-word research dissertation, or a professional practice project (which can be work-based).

CORE MODULES (SEMESTER ONE)

Critical Issues in Campaigning

In this module, you will consider the factors that influence social change in the context of current campaigns around the world, and the historical development of campaign techniques and practices. You will apply a critical analysis of concepts such as power, theories of change, ethics, innovation, media representation, narrative and framing to practical scenarios and topical campaigns. This module requires you to monitor and critically evaluate practice in the UK and/or internationally.

CORE MODULES (SEMESTER TWO)

Media, Activism and Politics

The module critically investigates the relationship between media, activism and politics. It offers a critical assessment of the role of media in political mobilisation, social movements, dissent, wars, conflicts, elections, and political and social crises. The module looks at the impact of the internet and new means of transparency and communications on journalism and activism in a range of circumstances from secure democracies through different kinds of political systems. The module is unique in its combination of traditional academic lectures and seminars with attendance of topical events and visits to relevant exhibitions and institutions.

Planning Campaign Communications

In this module you will learn how to research and plan a campaign for social change based on the theories of social change examined in Semester One. You will produce communication material such as news releases, e-alerts, tweets, infographics and/or videos to support the campaign strategy. Where possible, you work to live briefs. This is a practical, hands-on module taught through a series of workshops, visits to campaign communication teams in London-based campaigning organisations, and guest talks by leading campaigners and social change communicators.

OPTION MODULES

You choose three option modules from the following menu. You may choose to focus on practical skills, on new technologies, on diversity or development, or on media audiences and industries.

SEMESTER ONE

Choose two of the following:

- Approaches to Social and Cultural Diversity
- Global Media
- Media Management and Content Production (PR and the Media)
- Media Production
- Political Economy of Communication
- Reporting Diversity: Gender, Sexuality, Age, Disability
- Social Media: Creativity, Sharing, Visibility
- Technology and Communications Policy
- Theories of Communication

SEMESTER TWO

Choose one of the following:

- Approaches to Media and Communications Research
- Critical Theory of Social Media and the Internet
- Development and Communications Policy
- Media Audiences
- Online Journalism
- Reporting Diversity: Faith and Religion
- Reporting Migration, Race and Ethnicity
- Sociology of News
- Web Production: Westminster News Online



ASSOCIATED CAREERS

This course is particularly relevant if you want to start, or to progress, a career in communications and campaigning for social change, whether in a charity or non-governmental organisation; in a public sector body; in a political party or election campaigning setting; or even in a corporate social responsibility role. It could also be a stepping-stone towards a PhD and an academic career in this growing field of study.

RELATED COURSES

- Communication MA
- Diversity and the Media MA
- Media and Development MA
- Public Relations MA
- Social Media MA

MEDIA MANAGEMENT MA

Length of course

One-year full-time

Location

Harrow

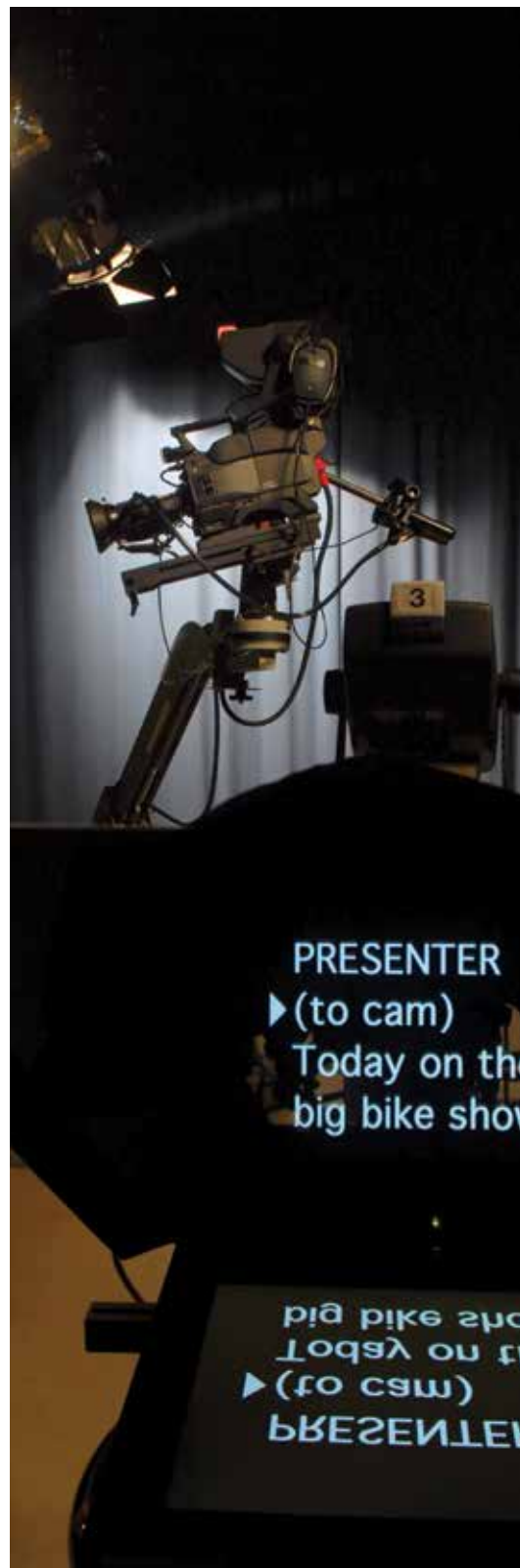
Course fees

See westminster.ac.uk/fees

Media professionals and media firms are united in their need to acquire the commercial, strategic and managerial skills to prosper in an industry undergoing constant fundamental change. This course is designed to address these needs, developing entrepreneurial leaders equipped to deal with the complex and novel challenges presented by new technologies, consumer behaviour, and evolving business models.

The course will enable you to identify and analyse strategic and operational problems and opportunities, understand, quantify and access national and international media markets, and use foresight and planning techniques to understand and respond to change. As well as being able to manage complex media projects, you will also have the skills to engage in strategic direction setting, deploy business-planning skills and excel in leadership and implementation.

Teaching by academic staff and guest lecturers from carefully selected staff from development organisations will cover a range of approaches and activities including, seminars, internships and visits to development media organisations, lectures, video sessions and workshops. Assessment will be by essays, presentations, projects and a dissertation.



COURSE CONTENT

The course provides a rounded suite of managerial and commercial skills, rooted in a critical understanding of today's media and content industries, building on our role as a leader in UK media research. Practice-based assignments, such as the integrating business-planning project, play an essential role in enabling you to apply ideas and learning in a creative fashion. The course consists of eight credit-bearing modules and an additional key skills module which includes the use of quantitative methods and software tools.

CORE MODULES

Dissertation

The course culminates with a major research-based project. You will take a research and methods course designed to introduce you to the key tools for collecting and analysing evidence. Group work in Semester One orients you towards identifying and refining your individual research topic, which must be specific to the Media Management MA. Topics must be related to the strategic and commercial challenges faced by media businesses. You will be encouraged to focus your research upon the challenges and opportunities confronting a specific media firm or group of media organisations.

Media Management: Strategy, Context and Tools

This module provides an overview of the course and the strategic and operational disciplines required for modern media executives. It also introduces you to a number of conceptual tools that you will use throughout the course. The module analyses key drivers for change within media industries and the context for managerial decision-making. You will also acquire important skills in report-writing and professional presentation technique.

Media Markets

This module will introduce you to the economics of the media and content industries, including broadcasting, print, film, recorded music and interactive forms. You will examine the revenue and cost structures of these industries, and the economics of the key processes of production, distribution and consumption. The module provides tools enabling decision-making based on market data.

Media Operations and Organisation

The module addresses the fundamental challenges involved in organising and managing the operation of media companies. It examines the degree to which it is possible to apply conventional management techniques for achieving efficiency and quality in the creative and editorial processes of media organisations. In particular the module focuses on how digitisation and convergence are changing the methods of managing those processes.

Responding to a Changing Media Environment

You will acquire the skills and knowledge to transform the information and insight gained through analysis into strategic recommendations and proposals for commercial initiatives. The module introduces a range of theoretical and practical tools and techniques enabling you to formulate solutions to problems and apply them in a practical and realistic fashion. The module explores structured innovation techniques, the marketing and branding of media products and services, as well as business planning.



Strategy Implementation in the Media Firm

The module addresses the key challenges facing media organisations as they attempt to manage a period of unprecedented, radical change. The course builds on the work done in Media Management and Strategy, and Media Operations and Organisation to address the practical questions of how to implement changes to the way media organisations and media professionals actually work.

The International Media Firm in Transition

How have media firms around the world dealt with the task of synthesising commercial and strategic solutions to the challenges they face? This module examines the ways in which private and public media organisations are changing. It will highlight key topical issues such as the challenge of piracy and file sharing, the switch to on-demand, and the impact of globalisation. The module combines methods derived from foresight studies with the your own directed research to engage with concrete problems facing international media organisations.



ASSOCIATED CAREERS

Graduates of the course are working in mid-level and senior positions in analysis and consultancy, business development, content distribution and creative team leadership. They occupy managerial roles within media organisations, project management, regulation and policy and strategy analysis.

Graduates from the Media Management MA have found roles in a wide variety of media organisations including: CCTV, Hunan Television, State Administration of Radio Film and Television (China), the BBC, eBay, Screen Digest (UK) Deutsche Telekom (Germany) NTV (Russia) MBC (South Korea) NDTV, *Hindustan Times* (India) Welhoo (Finland) and Globo TV (Brazil).

Success in their Masters has allowed many to move into more senior roles within the businesses they have been working in, or to transfer to new sectors of the media.

ENTRY REQUIREMENTS

You will typically have a good Honours degree (Upper Second Class or equivalent) in a relevant discipline and significant relevant professional experience. You will generally be expected to have at least a year's experience of working in an editorial, creative or business function. If English is not your first language, you should have an IELTS score of 6.5.

MEDICAL JOURNALISM GRADUATE DIPLOMA

Length of course

Eight-months full-time

Location

Harrow

Course fees

See westminster.ac.uk/fees

Building on the success of our unique one-year Medical Journalism BA Honours course for medical students, we are now offering a similar course aimed at a wider range of health professionals. If you are a nurse, pharmacist, psychologist, physiotherapist or trained in any other therapeutic occupation, you may have considered broadening your skills to include journalism. This specialism could be aimed at either a wider audience, particularly as health stories play an increasing part in the news agenda, or at a more specialised or 'in-house' audience. The course is also suitable for those who can show a strong interest in medical and health issues, and wish to pursue a more specialised career in journalism.

This course is designed to equip you with the practical and intellectual skills necessary for a career or part-time employment in medical and health journalism. The course has a strong practical focus and you will be expected to develop story ideas and contacts, and gather your own material for journalistic course work. You will be given full training in using our up-to-date media resources, newsrooms and studios, ensuring that you graduate as a multi-skilled journalist, able to work across different media platforms.

Our teaching staff are highly experienced journalism professionals, and you will have specialist tuition from a leading medical journalist. Many of our Medical Journalism BA graduates have successfully combined their medical careers with their work in journalism.



COURSE CONTENT

There's a strong emphasis on learning through practice and on making you aware of multi-platform journalism. Much of your assessed course work will be 'real' journalism assignments. The course is broadly very similar to that taken by our postgraduate Multimedia Journalism students, who will be your classmates, and your specially adapted modules will largely be taken alongside them to give you a broader journalism education. You will also benefit from the specialist seminars delivered by the Medical Journalism tutor. You will also be able to undertake a work placement at a medical publication, and contribute to the University's multimedia news site, Westminster News Online (wnol.info). There's also the opportunity to broadcast on Smoke Radio (smokeradio.co.uk), the University's multi-award-winning internet radio station.

CORE MODULES

Issues in Journalism (Medical)

A critical survey of some of the social, political and economic pressures on media across the world, looking at the ethical considerations which are of key concern to medical journalists. This module will also help you gain an in-depth working knowledge of media law, government and public institutions and the National Health Service, and how they relate to journalists.

Magazine Project

During this module you will develop advanced skills in the content, design and layout of magazines, working as part of an editorial team to write health-related stories and contribute to the design and production of a magazine, both as a 'glossy' and in electronic form.

Medical and Health Journalism

This module examines in-depth the role of the specialist medical and health correspondent, and provides a critical understanding of the importance of sources, contacts and consideration of ethical issues and current debate in the field. You will also develop further your specialist reporting techniques to provide a number of 'multi-platform' pieces of journalism.

Medical News and Feature Writing

In this module you will develop your skills in writing general, medical and health-related news stories and features for both print and the web. You will gain an understanding of the concepts and pressures of news gathering, and the importance of developing contacts. You will also be able to add to your journalism portfolio some TV and radio experience, both as interviewer and expert interviewee.

Multimedia Journalism Skills (Medical)

A module for all postgraduate journalism students which aims to give you a critical understanding of the concepts and techniques of contemporary convergent journalism, including news values, story research, news writing and multi-media reporting techniques, including the use of audio and video material. You will be expected to regularly keep a blog, and publish your work on the multimedia news site, Westminster News Online (wnol.info).

Westminster News Online

Together with students from our Multimedia Journalism course, you will be developing the best online techniques to run as a team a live, multimedia news website (wnol.info), and contribute medical and health items to its pages.



ASSOCIATED CAREERS

Although designed to prepare students for a future in medical journalism, either full-time or combined with a job in the health field, this course could also lead to working in public relations, in charity sector communications or any other professional pathway which requires effective specialised communication skills.

ENTRY REQUIREMENTS

For the Diploma, you would need to have a good degree and/or the relevant professional experience. Unless your secondary and further education has been in English, you should have a score of 7.0, including 7.0 in speaking and writing, in IELTS or its equivalent qualification. You will need to be able to demonstrate a strong interest in the UK news media, and a knowledge of current affairs.



MULTIMEDIA JOURNALISM – BROADCAST OR PRINT AND ONLINE MA/PG DIPLOMA

Length of course

One-year (MA), or eight-months (Postgraduate Diploma) full-time. Part-time over two academic years

Location

Harrow

Course fees

See westminster.ac.uk/fees

We are offering a new version of our very successful and popular MA in Journalism. The title reflects better the changes that have been sweeping across the media industry all over the world in the past few years. Although we have been continually updating the course to reflect the fact that so many journalists these days have to be proficient in more than one form of journalism, we feel we could do even more to enable them to become truly 'multi-platform' journalists. These are the kind of journalists who are likely to be successful in years to come, and we want to make sure that those from Westminster are in the vanguard.

The course now titled Multimedia Journalism (Broadcast, or Print and Online) MA, will offer a Postgraduate Diploma in Multimedia Journalism, (Broadcast, or Print and Online), which will run over eight months. There will be an option to take either the Masters or the Postgraduate Diploma as a part-time course, which will run over two successive academic years.



If you are planning to start a career in journalism, or already work in the field, this course will equip you with the practical and intellectual skills necessary to succeed in today's media world; whether in print, online media, multi-platform or broadcast journalism. You will still be able to specialise in a particular medium on the course, but you will also develop a wider range of skills and be better familiarised with the way that journalists work across different platforms. This is vital for people starting out in the profession.

The course has a strong practical focus, and you are expected to develop story ideas and contacts, and gather your own material for journalistic course work, finding stories which could be local, national or international. You will be given full training in using our up-to-date media resources, newsrooms and studios, ensuring that you graduate from the course as a multi-skilled, multi-platform journalist.

Our teaching staff are highly experienced journalism professionals. The broadcast pathway of the course is accredited by the Broadcast Journalism Training Council. We have twice been acknowledged with the BJTC award for excellence in teaching and many of our students have won journalism awards. Our graduates, both international and UK based, have gone on to work with a variety of leading media organisations including BBC News, BBC Radio, BBC World Service, BBC Online, ITN, Sky News, Sky Sports, LBC Radio, Reuters, Condé Nast, *The Economist*, *The Financial Times*, *The Guardian*, to name a few. Many graduates are now employed at well-known international organisations such as Al Jazeera, BBC Arabic and Persian TV, BBC Russian and Chinese Online, CNN TV and Online, Russia Today, Central China Television, Indian news channels such as NDTV, UTV and CNN-IBN, Phoenix TV, *The Washington Post*, *China Daily*, and many other good journalism careers in countries around the world.



COURSE CONTENT

There's a strong emphasis on learning through 'hands-on' practice, using our professional standard facilities, and preparing students for the new world of multi-platform journalism; much of your assessed course work will be 'real' journalism assignments.

We often invite other journalism professionals as guest speakers or to critique student work. We help our students network with media professionals, and find opportunities for work placements. The course is taught over two semesters, followed by the largely self-directed final project for the MA students. Unlike most journalism MAs, you can undertake a practical Final Project or choose to write a 15,000-word dissertation.

You will have the chance to air your work on Smoke Radio, the University's multi-award-winning internet radio station, and contribute to the University's multi-media news site Westminster News Online (wnol.info). In recent years some MA students have been able to go as 'embedded journalists' on Royal Navy and NATO training exercises, sometimes on board ship.



MODULES

These will include:

Broadcast News

This module on the Broadcast pathway aims to give you a grounding in the skills and techniques of daily live radio and television news and current affairs. It is intended for those specialising in broadcast journalism, but can also be taken by those wanting to develop multimedia video and audio skills in more depth. You gain an in depth understanding of the techniques of writing for radio and TV, reporting, presentation and studio production, using the latest digital equipment.

Documentary Skills

This develops your TV and radio skills further, allowing you to develop advanced production and reporting techniques, enabling you to carry out longer form pieces of broadcast journalism.

Final Projects for MA Students

The practical projects enable you to demonstrate the skills and techniques learned during the course in greater depth. You will be working under a limited amount of supervision and each project is accompanied by a written critical analysis. Print and online students may choose between researching and producing to professional standard a series of articles on a related theme in a print format, or producing a professional standard journalistic website. Broadcast students will research, compile and present their own authored TV or radio documentary, investigating a current topic in depth.

Alternatively, you may choose to research and write a 15,000-word academic dissertation, exploring an aspect of contemporary journalism.

Issues in Journalism

A critical survey of some of the social, political and economic pressures on media across the world, looking at the ethical considerations which are of key concern to journalists, and the provisions designed to safeguard media freedom. On this module, there is a variant for UK students who will have the chance to gain an in-depth working knowledge of media law, and of government and public institutions in the UK, and how they relate to journalists. This is in line with the syllabus requirements of the accrediting body, the Broadcast Journalism Training Council. Students from outside the UK can take a more international perspective in their studies.

Magazine Project

During this module you will develop advanced skills in the content, design and layout of magazines, working in a team to originate, write, design and produce a magazine, both as a 'glossy' and in electronic form. Designed primarily for Print and Online students, it is also available as an option for Broadcast students.

Multimedia Journalism Skills

A module for all postgraduate journalism students which aims to give you a critical understanding of the concepts and techniques of contemporary convergent journalism, including news values, story research, newswriting and multi-media reporting techniques, including the use of audio and video material. You will be expected to regularly keep a blog, and publish your work on the journalism department's website, Westminster News Online (wnol.info).

News and Feature Writing

This module is for students specialising in written journalism on the Print and Online pathway. It aims to help you develop the skills and techniques of writing news stories and features across both print and web platforms, as well as gaining an understanding of the concepts and pressures of news gathering, and the importance of developing contacts.

Westminster News Online

A team or teams of students apply their editorial and reporting skills to run the live, multimedia news website (wnol.info).

Online Journalism

This provides an advanced understanding of online journalism skills, combined with in-depth tuition in creating a multimedia website, both in design and content. Small teams work together to produce topical web-magazines. During Semester Two, a number of visiting lecturers will be delivering classes in more specialist areas of journalism, such as travel or sports journalism, or arts and entertainment journalism, or investigative reporting, including environmental and financial stories. There are also a number of other optional modules available, some from our theory based MA courses.

ASSOCIATED CAREERS

Although designed to prepare you for a career in journalism, this course could also lead to a career in public relations, communications, or any other profession requiring effective communication and practical skills.

ENTRY REQUIREMENTS

You should hold a good first degree / equivalent to a UK Upper Second Class Honours. You should also have some journalism work experience, whether a brief student placement, or more extensive professional experience. You will also need a good understanding of the media and current affairs. Unless your secondary education, and first degree have been taught in English, you will need an IELTS score (or its equivalent) of 7.0, including at least 7.0 in speaking and in writing.

Applicants should be prepared to show a commitment to a career in journalism and a good knowledge of current affairs and the media. Two short assignments should be submitted as part of the application; the first should explain in 250 words why you have decided on a career in journalism, and the second should be either a 300 word analysis of the print, online or broadcast media in your home country, or a 300 word analysis of how a recent news story was covered in different UK media (more suitable for UK based students).

RELATED COURSES

- Documentary Photography and Photojournalism MA

PUBLIC RELATIONS MA

Length of course

One-year full-time or two-years part-time

Location

Harrow and central London

Course fees

See westminster.ac.uk/fees

Public Relations is a fast moving and dynamic profession which needs adaptable, analytical and innovative graduates.

This course is designed to produce the future leaders of the public relations Industry. You will not only learn the practical skills required to embark on a career in PR, but you will also gain the theoretical and analytical knowledge to help you get ahead. You will create campaigns, pitch to clients, stage a press conference and create videos and blogs, as well as write research reports, essays and a dissertation. You will also explore issues affecting the industry, such as professional ethics and the impact of social and digital media.

The course has close links to the London-based PR industry, and is one of a select few chosen by the professional body PRCA for its University partnership initiative. These connections with leading PR practitioners help you gain the practical knowledge and understanding you need to work in PR.



COURSE CONTENT

The course combines practice skills with analytical tools and is highly participative. You will take part in workshops, debates, seminars, presentations and group exercises including making pitches and presenting creative campaign ideas. The course runs for one year (full-time) or two years (part-time).

There are no formal examinations on this course. You are assessed on course work including essays, presentations, blogs, group work and your participation in class exercises.

CORE MODULES

Contemporary Theory and Issues in PR

This module explores a range of perspectives on PR. We look at the social, cultural and management approaches to PR, and examine the tension between these theoretical models and their practical application.

Dissertation Research Skills

This module provides guidance on how to plan and conduct a piece of independent research into the PR industry. You will learn how to apply the theories, research methods and scholarly practice learned in your other modules to produce an original 15,000 word dissertation.

Planning a Public Relations Campaign

This module gives you an opportunity to develop and enhance your campaign management skills. You will plan, design and present a creative public relations campaign and explore the relationship between PR agencies and your clients.

Public Relations and the Media

The module equips you with the professional practice skills to manage media relations including writing press releases, conducting media interviews and preparing media events. It also looks at the increasing role of digital media including Twitter feeds, blogs and online newsrooms.

Understanding Public Relations

This module provides a critical evaluation of the public relations industry and the context in which it operates. You will look at the role of the practitioner and explore whether perceptions of the industry are valid. You will also consider the professional aspirations of PR, ethics and how the industry is changing in the context of digital media.

OPTION MODULES

The option modules are taught by leading practitioners and allow you to develop your interest in specialist sectors within the PR industry. You choose two option modules.

Consumer PR

You will explore some of the issues behind today's global consumer culture and learn some of the tools and skills required to put together a brand led public relations campaign.

Corporate Communications

How do organisations manage their reputation even when in a crisis? These are some of the questions which you will address in this module. You will learn how to analyse stakeholders and prepare a communications strategy

Fashion PR

From luxury brands to the high street, the world of fashion relies on promotion and public relations. This module gives you an opportunity to take a backstage tour of the fashion industry and design a campaign for a leading fashion brand.

NGO campaigns

As trust in institutions declines how can NGOs maintain their influence and change their techniques to deliver successful campaigns? What does the new political and campaigning landscape look like? What are the current techniques? And how can you decide which is the best technique to use for your campaign?

Online PR

Digital and social media are changing both the communications landscape and the role of PR. This module looks at the different tools and explores how they can be used in PR campaigns as well as how they can be analysed and evaluated.

ASSOCIATED CAREERS

This course is particularly relevant if you want to start, or to progress, a career in public relations. Most graduates of the course are working in PR or related communications roles within a year of graduating. Of our several hundred alumni, many now operate at the most senior level in their organisation.

Many work in global PR agencies including Hill and Knowlton, Burson-Marsteller and Edelman, while others work in-house at organisations as diverse as the Premier League and the United Nations.

ENTRY REQUIREMENTS

You should normally have a good first degree qualification (Upper Second Class Honours) or equivalent, although professional qualifications or substantial appropriate work experience may be acceptable instead. The course relies heavily on you being able to write and present effectively in English, and if English is not your first language, you need to have a minimum IELTS score of 7.0, plus sufficient academic or professional background.



SOCIAL MEDIA MA

Length of course

One-year full-time or two to five-years part-time day

Location

Harrow

Course fees

See westminster.ac.uk/fees

The Social Media MA offers a flexible interdisciplinary exploration of key contemporary developments in the networked digital media environment. It will benefit those seeking to develop their understanding of contemporary communication and its societal, political, regulatory, industrial and cultural contexts.

The course provides you with the opportunity to focus at postgraduate level on:

- Studying the ways in which social media and the internet shape and are shaped by social, economic, political, technological and cultural factors, in order to equip you to become critical research-oriented social media experts
- Developing reflective and critical insights into how social media and the internet are used in multiple contexts in society, and into which roles social media can play in various forms of organisations that are situated in these societal contexts. The aim is that you are equipped to become reflective and critical social media practitioners
- Gaining in-depth knowledge and understanding of the major debates about the social and cultural roles of social media and the internet
- Acquiring advanced knowledge and understanding of the key categories, theories, approaches and models of social media



- The role and impact of social media and the internet on society and human practices
- Obtaining advanced insights into practical activity and practice-based work that relate to how social media and the internet work and the implications they have for social and cultural practices.

You can also visit the course's Facebook page: facebook.com/MASocialMedia

SEMESTER ONE CORE MODULES

Dissertation Module

A taught module and group workshops in the first semester will guide you in conducting a major piece of independent research or creating a theoretically inspired social media artefact. This module will be supplemented by individual supervisions beginning from the second semester. The aim is to give you a guided framework within which you can demonstrate your ability to carry out advanced independent study and write it up in the form of a dissertation. The dissertation is a 15,000-word piece of original research on a topic agreed with your supervisor and related to the political, economic, cultural and/or sociological factors which shape the practices and outcomes of social media or a social media artefact accompanied by a written report of approximately 7,000 words, in which you critically reflect on your social media project and ground it in relevant theory.

Social Media: Creativity, Sharing, Visibility

This module provides you with a theoretical understanding of the development, significance and contemporary uses of social media. It fosters both critical analysis and reflective practice in the networked digital media environment. You will critically engage with key ideas of creativity, sharing and visibility in social media and will participate in creative and reflective practice using leading social media tools and platforms.

OPTION MODULES

Study Skills (no credits)

If your first language is not English, or you have no experience of the UK education system, you will benefit from this module. You will be taken through the process of producing a piece of written work, from note taking to editing, so as to enable you to produce written work in accordance with current UK academic standards and practices.

Two elective modules from three topical clusters (any combination of modules is applicable):

- Theory and Global Political Economy of Media and Communication
- Media Politics, Regulation and Business Strategies
- Media, Culture and Everyday Life.

THEMATIC GROUP: THEORY AND GLOBAL POLITICAL ECONOMY OF MEDIA AND COMMUNICATION

Global Media

This module examines key developments in the media and communications industries associated with the logic of globalisation. You will explore the complex nature of the globalisation process, focusing on the emergence of both supra-national and sub-national developments and explore the relationship between new contexts of production and questions of collective culture and identity.

Political Economy of Communication

This module will introduce you to the political economy approach to analysing the structure and performance of communication industries in capitalist economies. It identifies distinctive economic features of media and relates these to trends in the organisation of specific media industries, taking account of ways in which the economics of media have been affected by the spread of digital technologies.

Theories of Communication

The module is intentionally eclectic. You will cover (in a loosely historical way) the arguments, advantages and problems of the main sociological, cultural and psychological theories about the media. It aims to provide a comprehensive introduction to the most important ways of approaching the fundamental issues posed by the relationships between the media of communication, and social and economic life. It will also enable you to understand the problems posed by different intellectual traditions, and to place those theories in their proper contexts.

THEMATIC GROUP: MEDIA POLITICS, REGULATION AND BUSINESS STRATEGIES

Political Analysis of Communications Policy

As international regimes and national regulation become increasingly important in the creation and delivery of communications, it becomes necessary to understand how the two levels interact. This module will introduce you to those theories of policy making and international relations which provide tools for the analysis of communications policies, and their dynamic interaction at the national and international level.

Technology and Communications Policy

This module will introduce you to a range of broadcasting and telecommunications technologies, enabling you to assess the economic and political issues surrounding each technology. Topics covered include capital investment in networks, how and why technologies change, strategic interests and communications, and substitutable technologies and the creation of markets.

SEMESTER TWO CORE MODULE

Critical Theory of Social Media and the Internet

This module provides an overview of the critical and theoretical analysis of how the internet and social media (Facebook, Twitter, Wikipedia, WikiLeaks, file sharing, blogs etc) shape and impact on society, the economy and politics, and how power structures in society shape the internet and social media.

OPTION MODULES

Two elective modules from three topical clusters (any combination of modules is applicable):

- Theory and Global Political Economy of Media and Communication
- Media Politics, Regulation and Business Strategies
- Media, Culture and Everyday Life.

THEMATIC GROUP: MEDIA POLITICS, REGULATION AND BUSINESS STRATEGIES

Development and Communications Policy

The aims of this module are to provide you with a theoretical overview of the concept of 'development', and the opportunity to consider how it relates to empirical experience in communications in small and developing countries. You will be able to compare the experiences of a range of countries in attempting to retain cultural autonomy, in developing their own communications technologies and policies, in democratisation, and in exporting mass media content.

Media, Activism and Censorship

The module critically investigates the relationship between media, activism and censorship. It offers a critical assessment of the role of media in political mobilisation, social movements, dissent, wars, conflicts, elections and political and social crises. The module considers the impact of different forms of censorship and regulation on social, political and cultural expression in the media.

Media Business Strategy

You will study media businesses and their challenges worldwide. The module will also provide an introduction at postgraduate level to business and strategic issues confronting international media enterprises, both public and private.

THEMATIC GROUP: MEDIA, CULTURE AND EVERYDAY LIFE

Media Audiences

This module begins with an overview of media audiences, and goes on to analyse audiences and media institutions, passive/active audiences, media influence and effects, and ethnography and media audiences. The second part of the module is devoted to discussions of media and identity, fans, diasporas and new media audiences.

Media Production Skills

This module offers a comprehensive introduction at postgraduate level to written journalism, web journalism and basic audio production.

Online Journalism

In-depth instruction in multimedia website design and content and advanced understanding of online journalism skills.

Sociology of News

A critical study of the news media in the context of current society; this module examines different aspects of how news is created, disseminated and consumed.

Understanding and Managing Diversity in the Media

This module looks at the various ways in which our understanding of diversity and difference has impacted on the way in which media models, institutions and professionals engage with social and cultural diversity. It focuses on different national media policy frameworks and media cultures, it examines the meaning of the melting pot, cultural mosaic and salad bowl metaphors and their operationalisation by the media, and looks at various media institutions and their responses to social diversity. This module is offered as an option in the dissertation route.

Web Production: Westminster News Online

Instruction in building an engaging, live, multimedia news website making best use of all the online technique. News and feature writing for internet audiences. Raising awareness of and reaching out to online communities. Analysis of editorial strategy across all platforms.



Another 20 Credit Level 7 module for which the student meets the prerequisites and gains the permission of the course leader(s). The selected module must fit with your timetable and the course's goals.

ASSOCIATED CAREERS

You will obtain skills to work as social media experts, either as social media and internet researchers or as social media professionals in various types of organisations.

RELATED COURSES

- Communication MA
- Communications Policy MA
- Global Media MA
- Media Management MA
- Public Relations MA



MUSIC

From DJs to record producers, top performers to mixers, to engineers, the Department of Music at the University of Westminster attracts some of the most talented students on to its pioneering programmes. We offer five innovative course programmes (at both postgraduate and undergraduate level) designed not only to educate you and extend your natural talent, but also to prepare you for your potential career in the music industry.

As one of the first departments of its kind in the UK, we have a strong reputation and links with leading popular music centres around the world.

Every year our students progress to key roles where they not only enter the music business – they are also leading and changing it.



Alan Fisher

Alan Fisher
Head of Music

APPLIED SOUND FOR INTERACTIVE MEDIA MA

Length of course

One year full-time or two to five-years part-time day

Location

Harrow

Course fees

See westminster.ac.uk/fees

This exciting new course is designed to fully reflect the needs of contemporary media industries, enhancing the relationship between sound, interactivity and art. Through the creative application and effective integration of sound in new media formats and interactive multimedia, successful graduates will be able to address and adapt to the changing needs of this sector in order to secure a leadership position in this vibrant industry sector.

Interactive media is an integral part of modern media industries and aids distribution, design, live performances, artistic installations and the educational sector. The widespread success and establishment of consumer trends for interactive media devices such as games consoles, mobile smart phones and tablet devices, ensures that demand for this type of professional grows constantly.

According to the late CEO of Apple, Steve Jobs — the industry “is worth several billion pounds annually and employs around 40,000 people, representing approximately 10% of the total audiovisual workforce. Sectors such as sound driven games and apps show an even wider growth, where providers such as Apple have paid a total of two billion dollars to developers for sound driven apps within the US alone.”



As one of the major media education providers in Europe, the University of Westminster's Harrow Campus currently boasts 13 professional recording studios including three surround studios, a new teaching recording studio, Music Lab and access to an array of TV, post-production, radio, film and multimedia facilities built and equipped to the highest standards.

The video games industry has demonstrated constant growth and is four times larger than film, TV and music industries combined. Our course will prepare you for this sector, by leveraging and integrating the fine blend between creativity and technical capacities. You will benefit from having access to a range of highly regarded industry practitioners who will offer you exceptional insight and working knowledge within the field and will challenge and encourage your creative flair.

COURSE CONTENT

This multidisciplinary course prepares you to work in the games industry as sound designers, Foley artists, SFX and sound designers for interactive multimedia. These include mobile apps, mainstream games, interactive installation, sonic arts and composition, with an emphasis on core creative skills. The course will also enhance your ability to produce interactive media and sound production workflows, supported by a robust understanding of the technologies and theories involved.

MODULES

Applied Innovation and Interactive Design

(shared with Audio Production MA)

This module explores the application of sound design and emergence into web, through sound optimisation and streaming media. Special focus is given to streaming sound and interactive sound capabilities, examining the role of sound in enhancing a target market experience and assisting with the development of USP strategies to market in the commercial arena. There is an option to gain an additional Adobe certification, subject to module performance and passing relevant exams.

Applied Sound for Interactive Games

The games industry is central to interactive media and sound design in today's market. This module is designed to develop your ability to produce sound for interactive games and associated visual media, including film production workflow from concept to completion, employing multi-layering of sound within an interactive dimension. It will also provide you with the opportunity to work creatively, where you are expected to enhance potential game-play through the use of appropriate sound design techniques in relation to their theoretical basis.



Entrepreneurship and Project Management for Creative Industries

(shared with Audio Production MA)
The module is designed to address reflective practice, entrepreneurship and develop your skills within the field of Applied Sound for Interactive Media. You will develop your ability to assemble creative projects and bring them to market. You will learn about project management theories and mind mapping, explore project management practices, as well as critically evaluate workflows and develop the competencies and skills of a future project manager. You will also consider costing projects, the legal implications, project milestones, project methodologies and processes that will develop into projects for SME businesses. This module also draws examples from industry case studies, where you will demonstrate your knowledge of the underpinning theory and your practical ability through the management of your own project.

Major Project

The Major Project is your opportunity to create and negotiate a large-scale original and inventive project, based upon several areas explored in the taught stage of the course. During this stage you will be developing a project within your specialist area and may also seek to work with a commercial enterprise or professional body in the development of your learner contract.

Music Technology and AV Design for Live Performance

This module examines music technologies applied to enhance live performances through audio visual design and appropriate installation technologies. You will be asked to produce practical outputs to aid live performances in the realm of music performance, fashion catwalks, and experimental interactive art installations. You will tackle a live project brief and will have the potential to collaborate with commercial enterprises.

Sonic Composition for Interactive Media

Through this module you will use innovative Sonic Art compositional techniques, fusing different genres through music composition and experimental sound design. It will equip you with the tools to develop appropriate compositional approaches, which have the potential to be used within a range of interactive media such as web, games and asset libraries.

Sound Design for Mobile Devices

This module focuses on sound driven applications, professional practice and the skills required for targeting mobile devices from concept to completion. We aim to align our teaching with current industry practices to maximise commercial viability, including audio design to suit the application of sound for a consumer-faced outcome.



ASSOCIATED CAREERS

Upon graduation, you can enter into the following careers: sound design, interactive media, app development, new media production, education, media design, online branding, interactive game design, sound for web, media advertising or sound design for mobile devices.

RELATED COURSES

- Applied Sound for Interactive Media MA
- Audio Production MA
- Music Business Management MA

KEY STAFF



Savraj Matharu
Course Leader
Senior Lecturer and
Module Leader

Savraj has worked within Multimedia and New Media as a developer for more than 12 years, working internationally within a variety of creative sectors, developing and delivering solutions from concept to completion and spearheading projects. He now works closely with a variety of enterprises, to develop USPs through the use of technology, sound and interactive media. Savraj is an active contributor to a series of monthly publications, a beta tester for Adobe, and an Apple certified developer with many products available on-line. Recent achievements include the development of the BBC iPlayer online together with its mobile version and a further commission to develop a similar project for Al Jazeera. Savraj teaches on our Commercial Music BA, Audio Production MA and is best known for his creative flair, and the ability to brand and market an effective presence for a variety of commercial music sectors. He now works alongside musicians in developing new media and engaging interactive installations. Clients include Channel 4, BBC, RWP Ron Winter Productions, Deathrow Records, MC Neat, DJ Luck and So Solid. He is currently working on the development of a series of applications that are sound driven within the entertainment and educational sectors in close consultation with Apple.

AUDIO PRODUCTION MA

Length of course

One-year full-time or two-years part-time

Location

Harrow

Course fees

See westminster.ac.uk/fees

This well-established Masters is the world-leading course in audio production, highly regarded both nationally and internationally. It is accredited by the leading industry bodies, including APRS, and is the JAMES National Regional Centre – London, an Apple-accredited training centre and a Skillset Media Academy. The course is designed to meet and exceed professional standards, and will enable you to reach the highest level in the creative use of audio, and explore how creative ideas and new technologies can be combined, enhanced and redefined.

As the major media education site in Europe, the University's Harrow Campus includes 14 professional recording studios (three surround studios), a new teaching recording studio, Music Lab and an array of TV, post-production, radio, film and multimedia facilities built and equipped to the highest standards.

JAMES
REGIONAL CENTRE



COURSE CONTENT

This innovative course develops your creative abilities in audio across music production, sound design, radio, TV, film and multimedia, all supported by a robust understanding of the technologies involved. You will be able to explore and expand as a creative artist while achieving control and experience of a professional audio environment.

Applied Innovation and Interactive Design

This module will introduce you to associated programming packages for multimedia applications. You will explore the innovative interface design techniques, and work on developing sound design for interactive media, including small apps and computer games.

Audio Visual Production and Cultural Theory

Focusing on the creative applications of technology, theories and professional production practices, this module will develop into a study brief incorporating the construction of a radio drama, radio programme, film trailer assembly and surround mix. It will also include a substantial piece of sound-to-picture work, including location recording, music and audio post for film and broadcast media.

Entrepreneurship and Project Management for Creative Industries

This module facilitates learning of the key skills in creative industries business, entrepreneurship and project management. You are given the opportunity to develop their business ideas from concept to completion through the production of digital media outlets whilst using PRINCE2 (Projects IN Controlled Environment) methodology.

Music Production and Cultural Theory

This module will develop your professional practice of the creative industries through in-depth understanding of both practical and theoretical aspects of music recording and production processes, including mixing, remixing and mastering in stereo and surround.

Programming and Audio Design for Animation

You will examine in detail the digital manipulation of audio data, location recording and Foley, the creation of sound libraries, and sound design for animation, enabling you to produce work to industry standards.

The Masters Stage

The Audio Production Project is your opportunity to negotiate a large-scale, self-determined, original and inventive project, based upon several areas explored in the taught stage of the course.

ASSOCIATED CAREERS

Possible careers include music producer, audio and audio visual post-production specialist, ADR, audio and audio visual producer, composer, Foley artist, interactive audio design teams, location sound specialist, programmer, radio production, sound designer and sound engineer.

ENTRY REQUIREMENTS

You will need to have a portfolio of audio and/or audio visual production works, which demonstrates your ability to work in audio at a high level. You should be able to discuss how the course enables you to build towards a new area of creative activity and employment. A good first degree is desirable, although applicants with a strong portfolio and professional industry experience will be considered.

RELATED COURSES

- Applied Sound for Interactive Media MA
- Music Business Management MA

KEY STAFF



Matej Dimlic Course Leader

Matej has extensive academic and professional experience in several media disciplines, and his credits include *Absolute Beginners Series* (director, producer), Eastern Biological's mixed media performance *The Sound* (composer, director, performer), *The Captive* (music and sound design). In addition to leading Audio Visual Production, Sound Design for Animation and Audio Production Project on the Audio Production MA, Matej also leads Documentary Film and Contemporary World Cinema modules on the Film and TV MA, and lectures Narrative Forms on the Screenwriting and Producing MA course. He participates at national and international conferences and in his research investigates the impact of sound and music on structure and the perception of the visual narrative. He is currently working on development of a large-scale interactive audio installation project for various sites around London.



MUSIC BUSINESS MANAGEMENT MA

Length of course

One-year full-time or two-years part-time

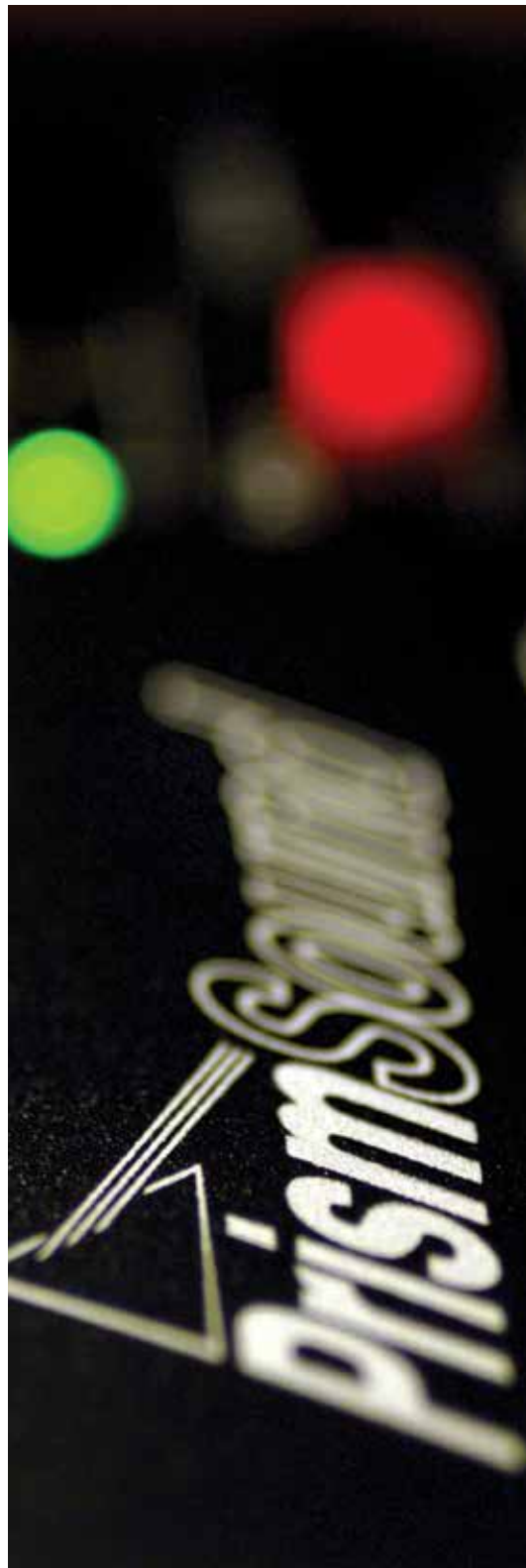
Location

Central London (Cavendish)

Course fees

See westminster.ac.uk/fees

This course is recognised highly in music business management education and will prepare you to become one of the next generation music industry leaders and entrepreneurs. All teaching staff on the course are currently working in the music industry, and every week there are a number of high-level industry guests. You will need to be a self-motivated and open-minded student, as this is an intense course, but one which can help you to progress your career across a wide range of music business disciplines.



COURSE CONTENT

Working with music industry leaders and organisations, the course has developed a unique curriculum. You will be able to combine a strong underpinning of key business skills (finance, leadership, organisational management, marketing and entrepreneurialism), with essential music industry management knowledge (strategic innovation and technology, intellectual property and copyright, and a focus on the live industry and digital content exploitation).

Teaching is mainly through lectures and group work, and you will be assessed via a combination of course work, individual assignments and group projects, and mid-term tests. In each module there is a minimum of two assignments. The final project is a report of a minimum of 12,000 words.

CORE MODULES

A&R Music Development

This module will critically explore the primary relationship with the music industry that of artist and repertoire development, commonly referred to as A&R. The A&R department of any music company is where the process of music creativity and production start; it is the research and development department. The understanding of how a musical product whether it be a production duo, a solo artist and rock band or any of form of musical production will at some point be part of an A&R process even if that is a process of self evaluation and critical reflection. This module seeks to critically evaluate the evolution of A&R within the music industry by examining contemporary artists case studies within each session from both a local domestic and international music industry perspective. You will be expected to contribute and practice your contemporary musical knowledge in each session and develop an A&R strategy for an act you have identified as having commercial or cultural significance.

Entrepreneurship and Finance for Creative Industries

This module is concerned with the critical evaluation of entrepreneurial business structures and finance in the creative industries. Entrepreneurial business and finance for creative industries increasingly has a significant effect on the development and promotion of new talent and is particularly relevant to students from both a creative and entrepreneurial background. This module is designed to provide you with a solid introduction to media economics, financial management and entrepreneurship in the creative industries. It will equip you with the tools to analyse financial documents and analyse business finances. It will provide insights into traditional accounting practices, as well as providing you with the knowledge to produce industry standard business and marketing plans based on industry financial practices. It will examine entrepreneurial issues facing creative industry firms and small businesses and will provide an overview of the activities required in starting and managing a business.

History of the Music Industry

This module provides you with a historical perspective on the development of the music industry and aims to help contextualise the current state of the industry and its place within it. Teaching is delivered in a weekly lecture and seminar session format. The first set of lectures is dedicated to investigating the histories of discrete areas of the music industry, such as copyright, piracy, music and media. The second half of the module provides a general history focused upon the development of the post-war British record industry from the 1940s to the present day. Along the way, the usefulness of analytical such as Peterson's 'production of culture approach' are also considered. The seminar section of the teaching sessions develop on the lecture content and involve discussion, small group work and other learning activities aiming to build upon knowledge and skills. You are also introduced to appropriate research and study techniques.



Intellectual Property and Copyright Management

Intellectual Property (IP) and copyright are central to the music industry, where successful management of a firm's IP and copyrights can provide a powerful competitive advantage. IP and copyright can cover works as diverse as songs, master recordings, videos, knowledge, ideas and more. You will gain a firm understanding of the various dimensions of IP and copyright, and the tools and strategies to identify, protect and manage them. You will also explore the international perspective of ownership issues, contracts, licensing and the commercialising of IP, including business and legal issues, domestic and international copyright law, and music industry agreements.

Live Music Management

The module will critically examine the development of the internal live music market, which is now the largest source of revenue in the commercial music market. This module will critically evaluate the historical development of the live music sector from the perspective of the key stakeholders, from artist and bands to record companies and live agents.

Music Business Management Project

The Music Business Management Project is recognised by graduates as one of the most rewarding and empowering experiences of the course. You will be supervised by a member of the University faculty, and possibly supported by a music industry representative, to carry out research in an area agreed between yourself and the module leaders and/or industry professional. The subject must address current music business issues and concerns and should incorporate relevant music business theories, academic research design and critical analysis. The Project builds on the skills and experience you have gained in previous modules, and gives you the opportunity to apply programme knowledge to a major project, adding to the body of professional practice and theoretical literature.

Music Marketing Management

Marketing and promotion is essential to the music industry; it sells tickets and music products, and is a fundamental tool for developing talent. Through this module you will explore a variety of perspectives on marketing issues to prepare you for the challenges of exploiting, developing and marketing music-related products and services in domestic and international markets. You will focus on developing an understanding of the international music environment through studying the major countries where music is marketed and sold.

ASSOCIATED CAREERS

Graduates have gone on to work in a wide variety of creative industries, from mobile marketing through to the Arts Council. Many of our graduates are working in the music industry, with companies such as Universal Music Group, iTunes and Spotify. Our international students are working around the globe in music companies, including EMI Holland, PIAS European office and MTV Brazil.

RELATED COURSES

- Applied Sound for Interactive Media MA
- Audio Production MA

KEY STAFF



Sally Gross Course Leader

Sally Gross started her career in the music industry as a manager in 1990. Over two decades, either as a manager or a record company director, she has been involved with five

acts that have each sold over a million records, Adamski, Rollo and Rob D (who are responsible for Dido), Urban Cookie Collective, William Orbit, Gotan Project and now One Direction with the song *Little Things* penned by her client Fiona Bevan.

In 2000, Sally won the Helena Kennedy Award for outstanding legal criticism whilst studying Law at Birkbeck University, after which she spent a couple of years working in entertainment law.

Sally has been involved with all aspects of the music industry, from raves in the French Alps to sold out shows at the Sydney Opera House.

She continues to manage the internationally successful Gotan Project as well as teaching at the University of Westminster, where she is program director of the Music Business Management MA. She has four children and lives in north London. Sally is particularly interested in copyright law and how its development impinges on the creative process. She has a passion for the arts in everything from literature to disco.



PHOTOGRAPHY

Photography education at Westminster has a unique depth of tradition.

The world's first courses in photographic chemistry were delivered in the main building of what is now the Regent Campus. The first degree in photography was delivered at the then Polytechnic, pioneering the critical study of photography in addition to practical training.

Photography teaching is delivered on one of the finest and most fully equipped facilities in the country. Our photography centre offers five large, professionally equipped studios, colour and monochrome printing and an industry standard suite of digital facilities. In addition, there are well-equipped laboratories for image analysis, sensitometry, colour evaluation and colour profiling and management.

Graduates from our courses have gone on to a range of different careers in the arts, media and photographic industries, including work as artists, various types of photographer through to curators, picture editors, developers of innovative projects involving photography, teaching and further research, including Doctoral work.



Andy Golding

Andy Golding
Head of Photography

DOCUMENTARY PHOTOGRAPHY AND PHOTOJOURNALISM MA

Length of course

One-year full-time or two-years part-time

Location

Harrow

Course fees

See westminster.ac.uk/fees

This course provides a unique combination of professional practice and critical understanding for documentary photographers and photojournalists working in the field of editorial and contemporary media practice. The course builds on the international stature of the photographic and journalism departments of the University. It is designed to equip you with a sound command of the working methods that will sustain a career grounded in photographic practice – whether as an editorial, commercial or art photographer, picture editor, curator or writer.

The course is especially useful for photographers, media professionals and graduates who wish to broaden their skills and knowledge in the field of editorial and documentary photography.



COURSE CONTENT

The emphasis of the course is on contemporary approaches to documentary and editorial photography (including photo essays and single images for publication), picture editing, critical academic and journalistic writing, the production and design of a magazine, and the major project, as a substantial project, allowing the student to develop their own research and practice. The primary course resources are those in the Margaret Harker Photographic Centre and J block video facilities, which are equipped to the highest professional standards for both analogue and digital production.

SEMESTER ONE: CORE MODULES

History and Theory of the Published Page

Through intense study you will gain an understanding of the historical, critical and sociological contexts that informs the practice, theory and usage of documentary photography and photojournalism, from a historical and current perspective.

Photography for Publication

You will focus on how to produce successful single images for publication, with an emphasis on editorial portraiture. The module will cover pre-production research, intent of outcome, editing and post-production and digital workflows, metadata and markets, for editorial, books and galleries.

Photojournalism/Documentary – The Picture Story

This module will concentrate on the structure, form and content of storytelling. You will work towards producing a professional-industry standard photo story by the end of the module, along with a written critical assessment of your images and practice.

Writing Photography

You will cover the essential components of print journalism and critical writing examining the vital relationship of text to image. The module will look at writing introductions, critical reviews, headlines and captions. You will be encouraged and guided to think critically about your written and photographic work.

SEMESTER TWO: CORE MODULES

Magazine Editorial Production

During this module you will work in groups with fellow your cohorts, to produce a finished, professionally produced magazine, from conception to a finished publication. Each group will devise an image led magazine, considering concept, engaging in debate and contemporary issues. Particular emphasis is placed on innovative design and the use of type and an understanding of production and working with printers and finishers, through to the print stage. Specialist design tuition and weekly editorial meetings throughout the module will monitor progress of the publication. The resulting magazine will be an important part of your final portfolio.

Writing Photography

You will cover the essential components of print journalism and critical writing examining the vital relationship of text to image. The module will look at writing introductions, critical reviews, headlines and captions. You will be encouraged to think critically about your written and photographic work.

SEMESTER THREE: FINAL MODULE

Major Project or Dissertation

The Major Project or Dissertation is the culmination of the year's work and is expected to be a substantial body of work which draws on the experience gained across the modules. It is a unique opportunity to engage with expert advice from course tutors and external visiting practitioners. The major project can be conceived as a book, exhibition AV as well as a 'work in progress' photographic portfolio on a major theme of a book, dummy (blad), or website.

You will discuss your project with your tutors, taking into account your expected career path. The work produced on this module should be used as a significant career asset when you enter the world of professional photography, as well as an invaluable piece of academic research.

ASSOCIATED CAREERS

The course gives you a number of key and transferable skills that will make you highly employable in the photographic media and publishing industries; news agencies, picture agencies, book or magazine, curating, picture research or web-based publication, personal practice or whatever area you choose as your speciality. The course will enable you to create work of a high standard to enhance your career path.

ENTRY REQUIREMENTS

Ideally you should possess a good first degree from a recognised university or institution of higher education, or relevant working experience to an equivalent level that equips you for postgraduate study in photography. We welcome mature applicants with a background in the media or related areas. If your first language is not English, you will need an IELTS score of 7.0 or equivalent plus sufficient academic or professional background.

RELATED COURSES

- Multimedia Journalism – Broadcast, or Print and Online MA
- Photographic Studies MA

KEY STAFF



Ben Edwards
Course Leader

Ben's career commenced as a painter/printmaker with a postgraduate degree from the Royal Academy of Arts, London. Ben is a photographer/film-maker, with an extensive educational practice spanning many years. His current practice migrates between protracted personal projects, commercial assignments and stock photography/footage. He is one of the founder members of Blendimages LLC and Director of er Productions Ltd. His stills and film work are represented by Getty Images. His work is in private and public collections in the UK and abroad: The Victoria and Albert Museum, UK, The MOMA Houston, Texas, USA. Work previously published in major publications in the UK and abroad include: *The Independent*, *The Guardian* and *Life*.



Dr David Company
Reader in Photography

David Company is a well-known writer, curator and artist. His books include *Photography and Cinema* (2008), *Walker Evans: the Magazine Work* (2013), *Art and Photography* (2003), *Gasoline* (2013) and *Jeff Wall: Picture for Women* (2011). He writes regularly on photography for *Aperture*, *Frieze*, *Source* and *Photoworks*. He has curated shows of the work of Victor Burgin, Hannah Collins and Mark Neville. He is a co-founder of the magazine *PA*.



Harry Hardie
Lecturer

Harry has been working with photography for over 10 years, starting as the assistant to the director of photography at *The Times*, London, then as the photo editor for *The Times Luxx Magazine*. After *The Times* Harry worked as director of HOST Gallery, London before founding Here Press, a company that publishes books of photography that explore new forms of documentary practice. Harry is also director of cultural projects for Panos Pictures and has curated numerous exhibitions of contemporary photography.



Adam Lively
Visiting Lecturer

Adam Lively has published four novels and written extensively for the national press. He has also worked as a Producer/Director/Writer of documentaries for international broadcasters, including the BBC, PBS and Channel 4. In addition to his work at the University of Westminster, he is also a Visiting Lecturer at Royal Holloway College, University of London.

PHOTOGRAPHIC STUDIES MA

Length of course

One-year full-time or two-years part-time

Location

Harrow

Course fees

See westminster.ac.uk/fees

This highly successful photography course offers a dynamic and exciting environment for the independent study of photography at Masters level. You will develop a high level of expertise and scholarship in photographic practice and contemporary theory. The course expands your knowledge and skills in photography through developing research and methods of practice alongside the critical theory of photography. You will work on independent projects and participate in the group discussions that are part of the programme. The course offers a highly flexible scheme of study for professionals wishing to study part-time and a full-time route for those people who can choose this option.

With excellent facilities and technical workshops and support, the primary emphasis of the course is expanding independent photographic practices supported by practical techniques and critical theory. You will develop your practice within an international context of photography, considered as a broad social and historical phenomena implicated in art and culture. Students complete two shorter projects before the major project and final degree show, generating a solid body of photographic work throughout the course. Graduates from the course have and gone into wide portfolio of careers as artists, photographers and highly related practices in the visual arts, photography and cultural industries. Applicants with high motivation to develop their own independent practice and knowledge of photography are strongly encouraged to apply.



COURSE CONTENT

The course aims to extend and develop your existing practice and skills through personal photography projects in a range of practical modules: Image and Language, Uncommon Practices, Practice Research and Major Project. Each of these practical modules provides a tutored framework for you to develop your individual project work.

These practical projects are supported with a parallel development of research of photography criticism and theory: Text and the Body, Aesthetics and Rhetoric and Contemporary Debates. In these theory modules you write a 3,000-word essay – there is normally no dissertation. The combination of developing practical work alongside theory to contextualise photographic practices enables you to develop your own areas of research interest, helping you to extend and often transform your visual practice in new ways. You are encouraged to experiment visually and to develop the relationship between theory and practice in new innovative ways.

The course also invites a range of distinguished guest speakers, who introduce new practical and critical approaches to visual work and which can often provide a pivotal focus for developing new ideas and work in the later stages of your work. You meet regularly to discuss photography both individually and as a group with tutors and it is expected that you make the best use you can of London's excellent range of photography galleries and art exhibitions. Staff tutors involved in the course are highly active in photographic practice and research, internationally recognised and known for their work.



CORE MODULES

Image and Language

You are asked to develop new work with a project that explores the idea of the 'purely visual' image. Through a photographic process of research and development the project work investigates the role and uses of language in photographic meaning and practice.

Text and the Body

This module develops your understanding of photography theory and criticism. Lectures and seminar discussions explore a range of contemporary and historical practices and focus on the relevant critical knowledge of different photographic practices. The module examines popular assumptions about the production, distribution and consumption of photography and introduce key concepts in photographic criticism.

Uncommon Practices

This module gives you the opportunity to test new strategies for making photographic work. You are encouraged to explore and question the uses of visual images and experiment with different photographic production techniques. The module draws on a range of visual strategies from the historical avant-garde to conceptual and recent art practices.



Aesthetics and Rhetoric

This module asks you to explore the relation between photographic forms and visual arguments, drawing on the a critical history of photographic realism, modernism and postmodernism. The questions of cultural aesthetics and rhetoric informing such discourses in relation to photography are considered.

Contemporary Debates

This module invites you to address contemporary problems within the field of photography and culture within a shared programme of seminar-based study. Photography is located within a wider perspective of cultural theory and criticism, exploring questions of culture and history in our period of change and uncertainty.

Major Project

This module provides a framework for you to undertake sustained photographic inquiry, and produce a final body of photographic work at an advanced level. The work is exhibited in a public venue in the final degree show. You will collaborate in the organisation of the exhibition with substantial support from the course.

Practice Research

This is a research and development based module to enable you to identify and develop specific methods, potential strategies and techniques for your major photographic project. With support from staff and your own research in practice you become prepared for the Major Project.

OPTION MODULES

Dissertation

This option module can be taken in place of the Major Project and is for those who wish to consolidate their use of theories and concepts introduced on the course in a written form. A thesis is developed in a self-generated programme of research work with tutorial support from the course staff.

Theory/Practice

This option module is instead of Major Project or Dissertation and allows you to produce a body of photography-based work in conjunction with a theoretical paper related or parallel to your practice. The final visual work is usually exhibited with Major Project work. Candidates for this module may take Practice Research or Theory Research.

Theory Research

This option module is taken instead of Practice Research by those looking to complete the course with the Dissertation. The module is research and development based, but is more firmly rooted in modes and methods of argument through academic and critical writing and aims to enable you to identify an area of research and a relevant methodological approach.

ASSOCIATED CAREERS

This Masters course is an excellent preparation for graduates wishing to pursue a career in photography. Graduates go on successfully as international photographers, artists and also in related careers within the visual arts, including higher research degrees, arts organisations, education, media and the creative industries. Graduate opportunities increase enormously with a degree from this well-established course. The MA has a high reputation amongst potential employers and other agencies within the sector and graduates have a high success rate in developing their research work at Doctoral level.

ENTRY REQUIREMENTS

Successful applicants usually will have a good BA or BFA degree in photography or fine art, art history, cultural and media studies. Applicants with a good professional experience of photography or related practices in television, film and the wider visual arts are also welcome. Applicants without these may be accepted in exceptional circumstances, provided the applicant can demonstrate their ability to meet the demands of the course. An interview is normally held and a portfolio of practical work, which demonstrates the applicant's skills, passion and ambition for developing their own photographic work is essential. Evidence of written skills and research knowledge may also be requested.

RELATED COURSES

- Documentary Photography and Photojournalism MA

KEY STAFF



David Bate

Course Leader

David Bate is a photographic artist and writer. He studied at Portsmouth College of Art before going on to do the famous Honours Film and Photographic Arts BA course at the Polytechnic of Central London (PCL). After working as a photographer and tutor in London he took the MA in Social History of Art at the University of Leeds, also completing a PhD there with Griselda Pollock during the 1990s.

David was one of the first UK photographic artists to experiment with digital photography. His work has travelled widely. Most recently he was Artist-in-Residence in Melbourne, Australia where he shot his new work about 'globalisation' called Australian Picnic. His writings include the books *Photography and Surrealism* and *Photography: The Key Concepts*. A founder member of the artist-run gallery Accident, later re-named as Five Years, he also co-curated several shows there. As an influential teacher, he has taught and was the course leader of the famous British Social Documentary Photography programme at Surrey Institute of Art (now University of the Creative Arts) at Farnham. He later moved to the University of Westminster, where he currently leads photography research including doctoral candidates and the Photographic Studies MA programme.

ENGLISH LANGUAGE SUPPORT PRE-SESSIONAL AND ACADEMIC ENGLISH COURSES

International students who have been offered a place to study a postgraduate course at Westminster, but who have not met the English language requirements, may also be offered a place on one of our pre-sessional courses.

If you are an international student who has met the English language requirements for your course, but would still like to study on one of our pre-sessional courses, you may also apply to the admissions officers responsible for your course.

To be admitted onto either the six-week or 12-week course, you will need to meet minimum English language criteria; full details of entry requirements can be found on our website, at westminster.ac.uk/courses/english-as-a-foreign-language/pre-sessional

Once you have started your degree, our Professional Language Centre can offer you further language skills support through our Academic English modules.



PRE-SESSIONAL ENGLISH

Our pre-sessional English courses will help you develop the language and study skills necessary for academic life on your postgraduate course. You will also experience student life through our social and welcome programmes.

Our aim is to provide you with a solid foundation in the use of Academic English orally and in writing for when you start your degree course, and to give you the skills, knowledge and experience to make the most of your time at university.

ACADEMIC ENGLISH MODULES

Our Academic English modules have been designed to allow you to consolidate, extend and develop your proficiency in Academic English alongside your degree course. Assessment of your level of proficiency in Academic English will take place during orientation week and learning week one (exact dates and time-slots will be circulated to students in early September or early January, depending on your course start date). This will determine whether you will benefit from taking one of the modules.

For more information visit westminster.ac.uk/academic-english



RESEARCH AT THE FACULTY OF MEDIA, ARTS AND DESIGN

The Faculty has over 70 research active staff and a hundred PhD students, most of them in our world-class research groups, CAMRI (The Communication and Media Research Institute) and CREAM (The Centre for Research and Education in Arts and Media).

Our global reputation means that our media and arts research is internationally recognised and we have many active international researchers as well as hosting visiting scholars from across the world.

In the 2008 Research Assessment Exercise CAMRI gained a score of 60 per cent 4*, 30 per cent 3* and 10 per cent 2*, making it officially the highest rated media and communication research unit in the UK. CREAM scored 20 per cent 4*, 55 per cent 3* and 25 per cent 2*, placing it in the top six art and design research units in the UK and top in London, according to the *Times Higher Education Supplement*. In addition to our wide-ranging research in media, art and design, we also have researchers and doctoral students in music and in imaging science.



Dr Peter Goodwin
Director of Research

COMMUNICATION AND MEDIA RESEARCH INSTITUTE (CAMRI)

CAMRI is a world leading centre for media and communications research, with 30 researchers and over 50 doctoral students. Its approach is critical social science and its main research focuses on media policy, industry and economics, media audiences and social media and media history.

CAMRI is the UK's most internationally oriented centre for media research, with a long tradition of studying global and transnational media. It hosts the China Media Centre, Arab Media Centre and jointly with our Art and Design research group CREAM, both the India and Arab Media Centres.

The institute regularly gains grants from research councils and charities. Subjects of currently held grants include Children's Television in the Arab World, Media Ownership and Political Activism and Social Media. The institute has also been at the forefront of studying the social and economic impact of new media technologies and recently established the Centre for Social Media Research.

CAMRI hosts several international research conferences; with three recent conference topics being Journalism and Protest, Social Media and Soft Power – Perspectives from China and India. Alongside these important events, CAMRI organises a fortnightly research seminar for staff and PhD students with presentations by visiting speakers.



CENTRE FOR RESEARCH AND EDUCATION IN ARTS AND MEDIA (CREAM)

CREAM is one of the UK's leading centres for research in visual and media art, design and music. It boasts over 30 researchers and 30 PhD students, including internationally renowned artists, filmmakers, photographers, theorists, critics and musicians.

The centre's portfolio of research expertise includes photography, documentary, experimental and Asian film, digital art, ceramics and music. It is highly international in its approach and together with our media research group CAMRI, hosts the Indian and Africa Media Centres.

Research in CREAM covers critical, theoretical and historical work on the arts and arts practice-based research, a pioneer in this area with the majority of our PhDs students doing practice-based projects.

The Centre has also hosted several large projects for the Arts and Humanities Research Council (AHRC). These have included Genocide and Genre which produced the BAFTA award-winning documentary on the 1965 killings in Indonesia, *The Act of Killing*. Two current AHRC-funded projects are screenplays, on the history of theatre productions on British television and *Behind the Scenes*, on ceramics in the museum.

ABOUT THE UNIVERSITY OF WESTMINSTER

For more than 175 years the University of Westminster has been a vibrant and creative place for learning, where students have enjoyed a dynamic professional and educational environment, graduating with the skills they need to succeed in their chosen career.

As an international centre for learning and research, we are committed to continuing those traditions. We pride ourselves on our record of excellence in research that makes a difference – to academia, to the professions, to business, to industry. Westminster has led the way – nationally and internationally – in research in architecture, art, and media and communications. Our work in areas such as business, computing, law, life sciences and the environment, planning, and psychology has been recognised as internationally excellent, and many of our courses have also received top quality ratings.

In 2012/13 we launched our Graduate School, a dynamic 'hub' and cross-university focus for all staff and doctoral researchers engaged in research activity. The School supports the personal and professional development of doctoral and early career researchers through a range of activities, including seminars and networking events to facilitate sharing of best practice.

Each year a diverse mix of students of many backgrounds and abilities join the Westminster family. We have more than 20,000 students from over 150 nations (a quarter of whom are postgraduates) studying with us.

From our prime locations across three large campuses in London's West End, we are well connected to the UK's major centres of business, law, science and architecture. Our fourth campus in Harrow is a hub for the study of media, arts and design, with its own on-site student village.

The Faculty of Media, Arts and Design is based at Harrow Campus, our recently redeveloped site which offers state-of-the-art facilities, gallery and exhibition spaces, and places for private and joint study, socialising and performing.

The University of Westminster has more than 900 teaching staff supported by over 900 visiting subject specialists, delivering high-quality learning and research. Our libraries provide access to more than 380,000 titles, 30,000 e-journals, 20,000 e-books and 230 databases; the libraries at all four of our campuses are open 24 hours a day, seven days a week, during the majority of term time.

Based in the heart of one of the world's greatest cities, our close links with industry and professional organisations in London, across the UK and internationally enable us to attract the highest quality guest speakers and lecturers, and provide you with extensive networking opportunities and introductions to many of the world's leading companies. More than 50 separate professional bodies offer accreditation, approval or recognition of our courses, or membership for our graduates.

Whatever career path you choose, our Career Development Centre can help to develop your employability and offer advice on your route after graduation. Our extensive network of tutors, administrators, counsellors, health service professionals, financial advisers and faith advisers is there to support you in every aspect of your life at Westminster.

Studying for a postgraduate degree is a challenging but extremely rewarding experience. You will develop specialist knowledge, hone your professional skills, and enhance your career prospects. To help you achieve your aims, we offer a mature study environment, dedicated postgraduate facilities and a broad range of courses that respond to and anticipate developments in professional life. We aim to help you develop both the knowledge and the life skills you will need to succeed in an increasingly international workplace.



LIVING AND STUDYING IN LONDON

London is one of the world's most exciting cities. From business and finance to fashion, art, music, cinema and sport, London is where things tend to happen first. And as one of the city's 400,000 students, much of what happens in the capital is within your reach. Importantly, making the most of London doesn't have to be expensive. With substantial student discounts and many of the city's attractions being free, you'll always find ways to make your money go further. Despite the size of the city, travel is usually straightforward with good underground, bus (including night buses) and train networks, and student discounts are available on Transport for London (TfL) travelcards. London is well connected by rail and road to the rest of the UK and Europe, and there are global air links through the city's five major airports. The University of Westminster's central London campuses are within easy reach of many famous landmarks and institutions including the Houses of Parliament, the BBC, the London Stock Exchange and the British Museum.

If you choose to study in Harrow, you can combine the advantage of a residential green site with easy accessibility to all that London has to offer.

The University is also ideally located to network with the city's business leaders and employers, so we can offer great placements and work opportunities for our students. Career opportunities in the capital are exceptional, with more than one million private sector businesses and public sector organisations operating within 20 miles of the University of Westminster. And with the British Library, the University of London Library and the archives of many institutions and professional bodies all close at hand, there is a huge variety of reference books and information to help you with your studies.



Culture and entertainment

London is home to more than 250 art and design galleries, over 600 cinema screens, and 200-plus theatres. The city also boasts a particularly vibrant music scene, ranging from rock, dance and pop, to world and classical music, a level of variety matched by London's exciting nightlife. And there is no shortage of places for socialising and dining out – with world cuisines represented at prices to suit everyone you can eat out for as little as £5. If your passion is for fashion and shopping rather than traditional culture, London is home to designers such as Vivienne Westwood, Stella McCartney and Burberry, and the city is famous for its markets.

Football, rugby, cricket and tennis are among the sports that feature high on London's leisure scene, at legendary venues such as Wembley, Twickenham, Lords and Wimbledon. But if you prefer your leisure activities to be more relaxed, London is a city of more than 140 parks; 39 per cent of the city is green space.



STUDYING AT WESTMINSTER

HOW TO APPLY AND ENTRY REQUIREMENTS

Taught Masters

The University of Westminster accepts applications through the national, online UK Postgraduate Application and Statistical Service (UKPASS) system. Once you have registered you can apply free of charge, and there is no application deadline for UKPASS, so you can make your course choices one at a time or all together; for more information and to apply, visit ukpass.ac.uk

Alternatively you can contact our Course Enquiries Team, T: +44 (0)20 7915 5511, E: course-enquiries@westminster.ac.uk

International students can get advice and support with applications from one of our partners around the world; to find out more, visit westminster.ac.uk/international/countries/visits

Entry requirements

Most courses have the following minimum standard entry requirements:

- a good first Honours degree from a recognised university, or qualification or experience deemed to be equivalent, and
- English language competency judged sufficient to undertake advanced level study, equivalent to an IELTS score of at least 6.5 (or as specified in the course criteria).
- If your first qualification is from outside the UK please look at westminster.ac.uk/international for information on our requirements from your country. Any specific entry requirements for a course are given in the course description.



Research degrees

Separate application and admissions procedures apply for MPhil/PhD research degrees. Contact us for more details.

Gaining credit for what you have learned
Your previous study or experience, whether through paid work or in a voluntary capacity, may mean you can gain exemption from some modules. The Assessment of Prior Certificated Learning (APCL) accredits certificated learning such as Open University modules or in-company training. The Assessment of Prior Experiential Learning (APEL) recognises knowledge or skills acquired through life, work experience or study – such as computer programming or organisational skills – which have not been formally recognised by any academic or professional certification.

However, it is up to you to make a claim if you think you may be eligible. The process is rigorous, but guidance is available from the admissions tutor or course leader of your preferred course of study. Credit will only be awarded for learning that is current and that relates to the aims and content of the course for which you are applying.

COURSE STRUCTURE

Master of Arts or Science (MA or MSc)

Full-time study

Courses last for one calendar year (48 weeks). You will probably attend the University for seminars or lectures at least two days a week during the teaching year (31 weeks). The delivery and assessment of taught modules will normally be carried out between September and June, but it's likely that you will need to study over the summer months for your independent research – usually a project or dissertation.

Part-time study

There are part-time routes in most subjects, and you can study during the day or the evening, or a mixture of both. Achieving a postgraduate qualification part-time normally takes at least a year (usually two), studying two evenings each week of the academic year, with a further six to 12 hours each week of personal study. Some employers will enable you to study by day release from work.

Modular scheme

Our Masters degree courses are modular study schemes based on a system of accumulating credits, and offer the most flexibility and choice in your course programme. You can transfer credits you have gained to other courses or institutions, and every course combines core and option modules which, as you complete them, bring you closer to gaining your higher degree.

Intensive block study

Some Masters courses are offered in short, intensive, block study periods of one to four weeks. They are full-time and may include weekend and weekday study; they are often followed by 12 weeks of personal study using an Independent Learning Package (ILP) approach. Single postgraduate modules can sometimes be studied in this way.

MPhil/PhD courses

See the research section on p107.



ACCOMMODATION, FEES AND FUNDING

ACCOMMODATION

After choosing your course, one of your biggest decisions will be where to live, and we aim to make that choice as easy as possible. Whether you decide to live in our halls of residence or in private housing, we can help you to find the right accommodation. For more information visit westminster.ac.uk/housing

Halls of Residence

Media, Arts and Design full-time postgraduate students studying can apply to live at Harrow Hall, our on-campus accommodation complex of self-contained units arranged in small, purpose-built, low-rise blocks, all surrounded by shrubbery and green lawns. Each unit has its own front door, lobby and six single bedrooms with en suite facilities. There are also double units, as well as twin-bedded rooms for those who wish to share.

Rents range from £115 per person for a shared room, or £155 for a standard single room, to £210 for a double studio room, including bills. A short bus ride from the Hall takes you into Harrow and its lively town centre, where you can find a wide range of shops, an art centre and a multiplex cinema. Baker Street and central London are only 20 minutes away, but it is also easy to escape the hustle and bustle of the city and visit the picturesque country villages and towns of the Home Counties. Applications can be made following the instructions on our website.



Private accommodation

If you prefer a more independent lifestyle, we can help you to find your ideal student home. There is a huge supply of rented housing around Harrow and in London at a wide range of prices. Rents depend on where you live but, as an example, the majority of students studying in central London commute from travel zones 2 or 3 (just outside the central area), where you can expect to pay from £120 per week for a room in a shared flat or house. We can offer all students comprehensive advice on finding suitable private accommodation, and a good starting point is to attend one of our housing meetings in August and September. Here you can get a range of housing information and tips on successful flat hunting, as well as meeting other students to form groups to flat hunt together.



FEES, FUNDING AND SCHOLARSHIPS

Studying at university is a long-term investment in your future, and one which can make a significant difference to career prospects and your earning power. But to be able to make the most of your time at Westminster, it's also important to work out how you will pay your fees, accommodation and day-to-day expenses while you are here.

Fees increase each year, normally in line with the rate of inflation. To find out the latest fee levels for your particular course, visit the course page on our website at westminster.ac.uk/courses/postgraduate

The University of Westminster has one of the most generous scholarship schemes of any UK university, and we are able to offer a wide range of scholarships for UK, EU and international postgraduates, and for those studying on either full-time or part-time routes. You can find our latest scholarship funding levels online, at westminster.ac.uk/scholarships; please check the site regularly for updates.

Once you have been offered a place (conditional or unconditional) on a postgraduate or PhD course you can apply for a scholarship. Scholarships are competitive and have strict deadlines. Details of the application process, and deadlines for full-time UK, EU and international students, can be found by visiting westminster.ac.uk/scholarships

LOCATION

If you study at the University of Westminster, everything that London has to offer is on your doorstep. Our central London campuses are ideally located for shopping, eating out, enjoying London's nightlife or just simply relaxing. As a University of Westminster student you will have access to all the facilities the University has to offer on all four campuses.

Cavendish Campus is situated in the artistic and bohemian area of Fitzrovia, with Oxford Street, Regent's Park and the British Museum only a ten-minute walk away and the peaceful Fitzroy Square just around the corner.

Marylebone Campus is opposite Madame Tussauds and just off Baker Street. We are close to the elegant shopping available on Marylebone High Street and just five minutes away is one of London's finest green spaces, Regent's Park.

Regent Campus is situated on and around one of the busiest streets in London, home to a wide range of bustling shops, cafés and restaurants and just a couple of minutes walk from Oxford Street.



In north west London, **Harrow Campus** is just 20 minutes by Tube from central London, and close to Harrow town centre. Here you will find major retail stores, a civic centre, an arts centre and a multiplex cinema. Nearby Harrow-on-the-Hill is a historic village offering a richly contrasting atmosphere.

The Faculty of Media, Arts and Design is based at our Harrow Campus.

Faculty location
Watford Road,
Northwick Park
London
HA1 3TP

COURSE ENQUIRIES

Our Course Enquiries Team can provide you with information and advice on a range of issues, including:

- associated careers
- contact details for Admissions Offices and Admissions Tutors
- course information and course outlines
- entry requirements
- how to apply for a course
- non-UK qualifications equivalencies
- Postgraduate Information Evenings and Undergraduate Open Days – dates, times and locations
- prospectus – how to order a printed copy
- tuition fees

Call our dedicated Course Enquiries Team from 9am–5pm, Monday–Friday.

T: +44 (0)20 7915 5511

E: course-enquiries@westminster.ac.uk

Course Enquiries Team
University of Westminster
First Floor, Cavendish House
101 New Cavendish Street
London W1W 6XH

Facebook: [facebook.com/uw.mad](https://www.facebook.com/uw.mad)

Twitter: twitter.com/uw_mad

Meet us in your country

Members of the University frequently travel overseas to meet and interview potential students at exhibitions, partner institutions, alumni receptions and other events. We also work with representatives around the world who can help you with your application to Westminster. Visit westminster.ac.uk/international to see our calendar of visits and local representatives.



Information in this brochure is correct at the time of going to press but amendments may have to be made subsequently.

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westminster.ac.uk/mad

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MUSIC
PHOTOGRAPHY

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See our University
page on LinkedIn

COURSE ENQUIRIES

T: +44 (0)20 7915 5511

E: course-enquiries@westminster.ac.uk

101 New Cavendish Street

London W1W 6XH

A charity and company limited by guarantee. Registration number: 977818.
Registered office: 309 Regent Street, London W1B 2HW
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